

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 29, 1978

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS				TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	WORLD SERIES GAME #6(S)	35.9	26,750	1	WORLD SERIES GAME #6(S)	24.7	50,600
2	THREE'S COMPANY	27.5	20,490	2	LAVERNE AND SHIRLEY	21.9	44,890
3	LITTLE HOUSE-PRAIRIE	27.4	20,410	3	MORK & MINDY#	21.3	43,550
4	LAVERNE AND SHIRLEY	26.6	19,820	4	HAPPY DAYS	21.1	43,170
5	LIKE MOM, LIKE ME(S)	26.1	19,440	5	THREE'S COMPANY	20.7	42,320
6	HAPPY DAYS	26.0	19,370	6	LITTLE HOUSE-PRAIRIE	20.3	41,480
7	ALL IN THE FAMILY#	25.9	19,300	7	BATTLESTAR: GALACTICA	19.6	40,120
8	MORK & MINDY#	25.6	19,070	8	BUGS BUNNY HOWL-OWEEN SPL(S)	19.3	39,530
9	ALICE#	25.1	18,700	9	FAT ALBERT HALLOWEEN SPCL(S)	19.1	39,080
10	60 MINUTES	24.8	18,480	10	ALL IN THE FAMILY#	18.8	38,530
11	GRASS-GREENER-SEPTIC TANK(S)	23.9	17,810	11	ALICE#	18.7	38,170
12	CHARLIE'S ANGELS	23.6	17,580	12	RESCUE-GILLIGAN'S ISLAND(S)	18.1	37,080
13	ALL IN THE FAMILY#	23.1	17,210	13	LIKE MOM, LIKE ME(S)	18.0	36,900
13	TAXI	23.1	17,210	14	BARNEY MILLER#	17.2	35,170
15	BARNEY MILLER#	23.0	17,140	15	CHIPS#	17.1	35,070
16	BUGS BUNNY HOWL-OWEEN SPL(S)	22.9	17,060	16	CHARLIE'S ANGELS	16.8	34,390
17	ALICE#	22.6	16,840	17	GRASS-GREENER-SEPTIC TANK(S)	16.4	33,610
17	NFL FOOTBALL SPECIAL(S)	22.6	16,840	18	TAXI	15.9	32,620
19	FAT ALBERT HALLOWEEN SPCL(S)	22.5	16,760	19	ABC SUNDAY NIGHT MOVIE	15.9	32,550
20	BATTLESTAR: GALACTICA	22.1	16,460	20	ALL IN THE FAMILY#	15.9	32,440
20	M*A*S*H	22.1	16,460	21	60 MINUTES	15.7	32,090
20	ONE DAY AT A TIME	22.1	16,460				

WOMEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #6(S)	24.9	19,400
2	LITTLE HOUSE-PRAIRIE	23.6	18,420
3	ALL IN THE FAMILY#	23.2	18,110
4	THREE'S COMPANY	23.2	18,100
5	LIKE MOM, LIKE ME(S)	22.6	17,620
6	LAVERNE AND SHIRLEY	22.6	17,600
7	ALICE#	22.4	17,450
8	ALL IN THE FAMILY#	21.1	16,460
9	HAPPY DAYS	21.0	16,400
10	GRASS-GREENER-SEPTIC TANK(S)	20.8	16,220
11	ALICE#	20.4	15,930
12	MORK & MINDY#	20.0	15,590
13	BARNEY MILLER#	19.6	15,330
14	60 MINUTES	19.6	15,270
15	TAXI	19.4	15,150
16	CHARLIE'S ANGELS	18.7	14,590
17	LOVE BOAT	18.4	14,360
18	M*A*S*H	18.2	14,170
18	NBC MONDAY NIGHT MOVIES	18.2	14,170

MEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #6(S)	32.8	22,980
2	NFL MONDAY NIGHT FOOTBALL	20.3	14,230
3	ALL IN THE FAMILY#	19.8	13,890
4	ABC SUNDAY NIGHT MOVIE	19.8	13,850
5	NFL FOOTBALL SPECIAL(S)	19.6	13,770
6	BATTLESTAR: GALACTICA	19.3	13,530
7	60 MINUTES	18.9	13,260
8	ALICE#	18.7	13,120
9	WORLD SERIES PRE #6(S)	18.1	12,670
10	MORK & MINDY#	17.3	12,100
11	RESCUE-GILLIGAN'S ISLAND(S)	17.1	12,020
12	BARNEY MILLER#	16.6	11,620
13	NFL FOOTBALL GAME 2-NBC	16.5	11,560
14	LITTLE HOUSE-PRAIRIE	16.4	11,530
15	CENTENNIAL#	16.0	11,240
16	LIKE MOM, LIKE ME(S)	16.0	11,230
17	ALL IN THE FAMILY#	15.9	11,150
18	CHIPS#	15.7	10,990
19	ALICE#	15.5	10,890
20	THREE'S COMPANY	15.4	10,790

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 29, 1978

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	LAVERNE AND SHIRLEY	26.7	12,950
2	THREE'S COMPANY	25.9	12,550
3	HAPPY DAYS	25.0	12,120
4	MORK & MINDY#	25.0	12,090
5	GRASS-GREENER-SEPTIC TANK(S)	22.7	10,980
6	BARNEY MILLER#	22.4	10,860
7	TAXI	21.9	10,580
8	WORLD SERIES GAME #6(S)	21.7	10,530
9	BATTLESTAR: GALACTICA	21.5	10,400
10	SOAP#	20.6	9,990
11	M*A*S*H	20.5	9,950
12	ABC SUNDAY NIGHT MOVIE	20.3	9,810
13	LITTLE HOUSE-PRAIRIE	20.0	9,670
14	LIKE MOM, LIKE ME(S)	19.4	9,370
15	ALICE#	19.2	9,310
16	ONE DAY AT A TIME	19.0	9,200
17	LOU GRANT	18.6	9,030
18	CHARLIE'S ANGELS	18.5	8,940

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ALL IN THE FAMILY#	31.8	7,500
2	ALL IN THE FAMILY#	31.5	7,430
3	ALICE#	30.7	7,240
4	LITTLE HOUSE-PRAIRIE	30.3	7,140
5	WORLD SERIES GAME #6(S)	29.4	6,940
6	60 MINUTES	27.2	6,420
7	WALTONS	27.0	6,370
8	ALICE#	26.3	6,210
9	LIKE MOM, LIKE ME(S)	24.8	5,860
10	GRANDPA GOES-WASHINGTON#	23.2	5,470
11	BIG EVENT#	23.1	5,450
12	HAWAII FIVE-O	22.3	5,270
13	WORLD SERIES PRE #6(S)	19.8	4,680
14	CENTENNIAL#	19.7	4,640
15	LOVE BOAT	19.6	4,630
16	BIG EVENT-TUE.#	19.2	4,520
17	BARNABY JONES	18.4	4,350
18	ROCKFORD FILES	17.7	4,180

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #6(S)	27.4	12,640
2	BATTLESTAR: GALACTICA	25.2	11,590
3	ABC SUNDAY NIGHT MOVIE	23.5	10,810
4	MORK & MINDY#	20.5	9,440
5	NFL MONDAY NIGHT FOOTBALL	20.3	9,330
6	NFL FOOTBALL SPECIAL(S)	19.0	8,760
7	RESCUE-GILLIGAN'S ISLAND(S)	18.5	8,500
8	BARNEY MILLER#	17.5	8,050
8	LAVERNE AND SHIRLEY	17.5	8,050
10	SOAP#	16.8	7,720
11	THREE'S COMPANY	16.5	7,620
12	NFL FOOTBALL GAME 2-NBC	16.0	7,370
13	HAPPY DAYS	15.9	7,310
14	M*A*S*H	15.2	7,020
15	MOVIE OF THE WEEK(S)	15.2	6,980
16	60 MINUTES	14.8	6,830
17	ALL IN THE FAMILY#	14.5	6,670
17	WORLD SERIES PRE #6(S)	14.5	6,670
19	WONDERFUL WORLD OF DISNEY#	14.5	6,660
20	GRASS-GREENER-SEPTIC TANK(S)	14.4	6,620
21	CBS NFL FOOTBALL GAME 1	14.3	6,580

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #6(S)	42.7	7,900
2	ALL IN THE FAMILY#	30.5	5,650
3	60 MINUTES	27.6	5,100
4	ALL IN THE FAMILY#	27.4	5,070
5	ALICE#	27.1	5,020
6	ALICE#	26.3	4,860
7	LITTLE HOUSE-PRAIRIE	25.4	4,700
8	WORLD SERIES PRE #6(S)	24.6	4,550
9	BIG EVENT#	22.2	4,110
10	GRANDPA GOES-WASHINGTON#	21.1	3,910
11	CENTENNIAL#	20.9	3,870
11	NFL FOOTBALL SPECIAL(S)	20.9	3,870
13	WALTONS	20.4	3,770
14	DALLAS#	20.0	3,700
15	NFL MONDAY NIGHT FOOTBALL	19.6	3,630
16	CHIPS#	19.4	3,580
17	BARNABY JONES	19.0	3,510
17	HAWAII FIVE-O	19.0	3,510

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1978 REPORT

PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS PROGRAM COVERAGE	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
						VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
						AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN				
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	Y		18- 34	18- 49	25- 54	55- 64	55+	18- 34	18- 49	25- 54	55- 64	55+
EVENING																			
ABC	FRIDAY NIGHT MOVIE			4	191 179			A 15.3 28 1140	1679	795 332	891 354	591 485	92^218		517 183	314 295	67^148	139 95^	132 90^
	FRI.	9.00P	120	ABC	FF	98 95		B 17.5 31 1304	1800	739 337	835 382	598 466	96 180		546 233	382 340	63 112	182 119	237 169
		9.00 - 9.30						A 16.1 29 1199	1714	814 313	904 341	571 476	100^251		504 161	283 280	68^163	156 103	150 97^
		9.30 - 10.00						A 15.1 26 1125	1691	800 329	896 352	585 477	98^225		519 179	316 304	59^142	141 92^	135 86^
		10.00 - 10.30						A 15.0 28 1118	1611	769 322	873 362	593 482	82^198		511 187	319 305	67^135	126 91^	101^ 69^
		10.30 - 11.00						A 14.9 29 1110	1696	802 364	897 366	621 511	84^196		532 203	335 297	74^149	130 92^	137 108^
ABC	NEWSBRIEF-M-F			34	181 179			A 18.0 28 1341	1899	737 291	809 344	535 450	103 209		575 220	353 308	83 174	200 105	315 216
	M & F	8.58P		1	ABC	N	94 93	B 19.5 31 1453	1898	715 279	790 361	539 438	91 190		614 271	398 330	92 167	215 118	279 193
	1 TU-TH	9.58P		1															
	2 TU & W	9.58P		1															
	2 THU.	8.28P		1															
ABC	NEWSBRIEF-SAT.			7	188 189			A 18.6 33 1386	1994	806 327	910 331	575 500	116 256		648 260	403 377	86^169	127 54^	309 213
	SAT.	9.58P		1	ABC	N	96 96	B 19.2 35 1430	1915	755 286	831 298	521 475	111 238		602 213	360 349	90 186	165 87	317 231
ABC	NEWSBRIEF-SUN.			7	192 190			A 19.4 28 1445	2369	609 264	723 422	607 443	61^ 90		796 464	687 573	43^ 62^	301 114	549 371
	SUN.	8.58P		1	ABC	N	96 96	B 19.7 30 1468	2294	681 287	767 452	624 454	62 104		723 411	606 489	51 78	286 124	518 360
ABC	SUNDAY NIGHT MOVIE			6	197 195			A 22.0 35 1639	1986	674 349	767 373	600 452	76^122		846 444	659 562	80 132	223 78	150 111
	1 SUN.	9.00P	138	ABC	FF	99 99		B 22.7 35 1691	2047	700 353	798 428	632 492	61 108		776 407	616 524	72 105	265 101	208 151
	2 SUN.	9.00P	120																
		9.00 - 9.30						A 21.4 32 1594	2120	675 347	782 392	619 468	83 123		826 441	655 555	83 123	245 96	267 186
		9.30 - 10.00						A 22.1 33 1646	2100	684 350	796 393	628 468	78 126		867 475	695 590	75 119	248 101	189 130
		10.00 - 10.30						A 22.7 36 1691	1979	677 343	762 368	591 449	71^121		873 457	679 584	81 137	218 76	126 98
		10.30 - 11.00						A 21.7 37 1617	1853	688 351	765 369	587 448	74^122		839 420	637 548	87 143	179 58^	70^ 64^
ABC	WORLD NEWS TONIGHT			20	197 194			A 9.0 19 671	1675	742 272	814 286	460 417	109 283		611 219	338 325	97 221	88^ 36^	162 82^
	M-F	6.30P	30	ABC	N	99 98		B 9.1 19 678	1626	698 233	777 255	414 371	107 291		610 206	325 319	104 233	92 43	147 78
ABC	WRLD NEWS TONIGHT-SAT			2	114			A 5.1 11 380	1758	619^139^	803 360^	571^404^	105^214^		666 174^	322^382^	170^284^	94^ 18^	195^ 73^
	2 SAT.	6.30P	30	ABC	N	67		B 3.7 8 276	1658	577 147	707 276	471 356	91 221		571 155	302 343	118 224	64 LT	316 192
ALICE				5	193			A 25.1 37 1870	2041	861 376	933 258	498 488	110^330		700 176	351 388	131^259	202 98^	206 140
	1 SUN.	8.30P	30	CBS	CS	99		B 21.9 32 1632	1915	840 349	901 271	484 477	124 323		657 190	343 343	115 245	166 91	191 134
ALICE				1	190			A 22.6 33 1684	1884	793 273	946 232	430 390	151 430		646 135^	273 328	111^298	142^ 72^	150 120^
	2 SUN.	8.30P	30	CBS	CS	98		B 22.6 33 1684	1884	793 273	946 232	430 390	151 430		646 135	273 328	111 298	142 72	150 120
ALL IN THE FAMILY				5	193			A 25.9 39 1930	1996	860 355	938 218	449 455	126 383		721 176	346 365	142 294	172 78^	165 115^
	1 SUN.	8.00P	30	CBS	CS	99		B 21.6 32 1609	1938	840 332	921 271	471 454	141 355		673 190	332 343	118 262	149 76	195 124
ALL IN THE FAMILY				1	194			A 23.1 35 1721	1885	810 264	956 232	419 404	160 435		647 121^	257 334	109^294	132^ 70^	150 113^
	2 SUN.	8.00P	30	CBS	CS	98		B 23.1 35 1721	1885	810 264	956 232	419 404	160 435		647 121	257 334	109 294	132 70	150 113
AMERICAN GIRLS				5	186			A 9.3 17 693	1747	795 313^	817 237^	437 456	98^258^		736 189^	404 495	80^241^	95^ 95^	99^ 75^
	1 SAT.	9.00P	60	CBS	GD	98		B 11.0 20 820	1825	760 312	829 287	453 422	131 297		603 219	360 342	87 188	162 115	231 178
		9.00 - 9.30						A 9.4 17 700	1817	857 354	876 294^	492 482	97^255^		734 187^	412 503	78^231^	106^106^	101^ 72^
		9.30 - 10.00						A 9.3 17 693	1644	721 264^	741 174^	371 454	95^258^		725 188^	386 475	84^250^	83^ 83^	95^ 77^
BARNABY JONES				5	194 187			A 19.4 34 1445	1678	735 249	841 252	463 394	127 302		636 200	324 302	109 243	92 54^	109 75^
	THU.	10.00P	60	CBS	PD	99 98		B 20.1 35 1497	1684	718 257	800 223	409 406	148 286		694 232	385 352	128 240	100 44	90 62
		10.00 - 10.30						A 19.3 33 1438	1683	718 245	826 249	456 383	129 302		630 197	320 301	106 238	100 61^	127 95
		10.30 - 11.00						A 19.4 34 1445	1676	753 252	858 255	472 407	126 302		642 200	329 305	112 248	86^ 46^	90 55^
BARNEY MILLER				6	193			A 23.0 36 1714	2052	814 399	895 446	634 509	88^189		679 353	470 343	56^158	195 111^	283 172
	1 THU.	9.00P	30	ABC	CS	99		B 24.4 39 1818	1897	740 321	809 386	577 463	85 173		659 330	469 375	80 141	225 129	204 144

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1978 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 0-11		
EVENING CONT'D																																				
BATTLESTAR: GALACTICA										6	204	204	A	22.1	33	1646	2437	610	267		741	456	632	438	54^	83	821	480	704	597	41^	63^	315	117	560	399
SUN. 8.00P 60 ABC SF										99	99	B	23.2	36	1728	2371	670	282		770	469	640	460	52	94	754	429	635	524	47	76	300	124	547	391	
8.00 - 8.30												A	21.3	32	1587	2452	626	268		760	468	642	441	56^	91	816	476	694	593	44^	66^	322	121	554	411	
8.30 - 9.00												A	22.8	33	1699	2424	595	264		722	444	621	439	48^	72	827	485	715	604	41^	58^	306	112	569	390	
BIG EVENT-TUE.										5	205	A	16.5	27	1229	1665	767	221		809	193^	371	388	145^	368	666	201	358	297	136^	268	81^	32^	109^	86^	
2 TUE. 9.00P 58 NBC FV										99		B	17.6	28	1311	1583	815	277		870	253	470	470	127	318	515	149	288	282	98	179	104	53	94	71	
& 10.30P 62												A	15.8	24	1177	1770	809	250		859	218	390	399	143^	400	689	202^	342	290	131^	294	58^	18^	164^	88^	
9.00 - 9.30												A	17.4	26	1296	1712	768	229		809	193	381	394	140^	357	695	215	375	316	136^	273	89^	30^	119^	99^	
9.30 - 10.00												A	16.7	29	1244	1600	743	205		782	189^	370	399	139^	340	648	197	359	283	152^	262	90^	42^	80^	80^	
10.30 - 11.00												A	16.1	31	1199	1617	767	204		803	184^	355	367	155^	376	642	199^	360	296	133^	248	87^	38^	85^	85^	
11.00 - 11.30												A	18.8	28	1401	1966	834	238		896	240	434	426	183	389	763	183	399	387	148^	293	95^	34^	212	141^	
BIG EVENT										3	205	B	19.2	29	1430	2097	838	316		908	363	577	522	119	247	755	338	508	400	97	172	193	101	241	188	
1 SUN. 8.10P 120 NBC FV										99		A	16.3	25	1214	2049	795	239		862	231	426	423	178^	364	731	197^	412	373	144^	264	118^	50^	338	219	
8.00 - 8.30												A	18.1	27	1348	1999	838	253		902	224	426	420	196	404	734	162^	380	360	158^	294	102^	36^	261	187	
8.30 - 9.00												A	19.8	29	1475	1984	858	235		917	242	433	424	181	413	778	187	407	397	144^	303	91^	30^	198	119^	
9.00 - 9.30												A	20.1	29	1497	1934	843	222		902	246	441	443	170	381	783	181	396	400	149^	304	91^	33^	158^	104^	
9.30 - 10.00												A	22.9	37	1706	2317	679	203		709	355	517	341	55^	157	506	234	327	339	60^	95^	292	100^	810	491	
BUGS BUNNY HOWL-O-WEEN SPL(S)												185	A	22.9	37	1706	2317	679	203		709	355	517	341	55^	157	506	234	327	339	60^	95^	292	100^	810	491
2 WED. 8.00P 30 CBS EA												97																								
CAHILL, U.S. MARSHAL(S)												180	A	14.1	26	1050	1723	794	235		844	305	474	332	109^	317	651	158^	334	348	150^	272	94^	78^	134^	89^
2 SAT. 8.30P 120 CBS FF												97	A	12.3	23	916	1763	729	165^		834	257^	416	292	125^	374	614	168^	316	314	111^	263^	122^	108^	193^	126^
8.30 - 9.00													A	13.8	25	1028	1784	818	218^		897	348	515	312	107^	337	653	145^	337	356	152^	268	81^	72^	153^	96^
9.00 - 9.30													A	14.1	25	1050	1709	819	235		834	313	477	319	103^	299	662	163^	345	363	157^	270	84^	72^	129^	92^
9.30 - 10.00													A	16.3	30	1214	1629	792	300		806	295	469	388	99^	270	657	155^	333	350	169^	277	90^	66^	76^	52^
10.00 - 10.30													A	16.8	32	1252	2169	763	284		870	340	546	427	111	261	722	299	449	371	104	217	176	70^	401	268
CARTER COUNTRY										2	192	191	B	16.8	32	1252	2169	763	284		870	340	546	427	111	261	722	299	449	371	104	217	176	70^	401	268
SAT. 8.30P 30 ABC CS										98	98		A	12.6	26	939	1634	697	192		759	162	313	320	147	370	616	161	268	293	129	295	94	54^	165	89
CBS EVENING NEWS-CRONKITE										20	195	191	B	12.6	26	939	1595	702	211		763	164	310	325	148	372	592	153	254	275	137	287	94	53	146	74
M-F 6.30P 30 CBS N										99	97		A	7.6	15	566	1606	737	263		812	138^	258	292	154^	483	673	145^	275	360	152^	308	62^	44^	59^	36^
CBS EVENING NEWS										2	131	146	B	7.6	15	566	1606	737	263		812	138	258	292	154	483	673	145	275	360	152	308	62	44	59	36
SUN. 6.30P 30 CBS N										80	85		A	9.2	21	685	1730	696	227		811	178^	304	313	159^	427	777	204	332	320	109^	378	53^	37^	89^	69^
CBS SAT. NEWS-SCHIEFFER										4	135	149	B	7.6	16	566	1686	691	231		769	170	282	297	150	420	696	187	287	295	100	339	51	41	170	112
SAT. 6.30P 30 CBS N										88	89		A	14.8	23	1103	1947	742	281		777	331	548	403	105^	181	849	391	582	487	84^	201	166	39^	155	93^
CBS TUESDAY NIGHT MOVIES										6	176	181	B	16.6	26	1237	1827	725	290		800	338	541	450	102	193	712	321	475	413	92	170	193	77	122	87
1 TUE. 9.00P 120 CBS FF										98	97																									
2 TUE. 8.00P 120													A	14.1	22	1050	1902	601	295																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11																							
																	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+															
EVENING CONT'D																																																	
CBS WEDNESDAY NIGHT MOVIE 4 184																				A 15.0	26	1118	1911	771	259	831	323	508	407	138	250	793	302	470	399	102	239	163	75	124	76								
1 WED. 9.00P 150 CBS FF 98																				B 14.9	24	1110	1808	754	307	814	348	557	460	112	184	634	284	407	347	98	170	248	114	112	70								
9.00 - 9.30																				A 12.8	20	954	1846	768	266	841	321	483	362	140	297	736	266	386	325	103	289	103	36	166	119								
9.30 - 10.00																				A 14.2	23	1058	1886	802	310	873	343	524	383	161	287	750	288	413	343	95	264	116	46	147	96								
10.00 - 10.30																				A 15.5	26	1155	1971	793	276	832	327	518	418	134	243	813	310	479	416	97	241	191	109	135	78								
10.30 - 11.00																				A 16.0	29	1192	1942	750	246	798	304	501	419	132	222	851	344	533	449	103	225	210	98	83	46								
11.00 - 11.30																				A 16.4	35	1222	1907	748	211	818	322	511	452	120	214	803	298	515	443	114	194	187	79	99	51								
CENTENNIAL 3 207																				A 21.6	32	1609	1928	829	285	873	322	511	480	122	289	698	260	403	368	125	239	161	93	196	129								
2 SUN. 8.00P 120 NBC GD 99																				B 22.7	35	1691	1846	769	267	849	280	495	467	138	282	733	267	435	417	135	239	108	56	156	108								
8.00 - 8.30																				A 19.5	29	1453	1904	776	290	819	288	461	438	124	293	704	260	390	329	132	261	132	80	249	146								
8.30 - 9.00																				A 20.4	30	1520	1945	859	311	897	319	506	477	138	319	661	220	358	350	119	239	150	94	237	141								
9.00 - 9.30																				A 23.4	35	1743	1921	838	277	876	331	525	490	115	276	708	284	432	392	128	226	170	98	167	115								
9.30 - 10.00																				A 23.1	35	1721	1930	839	269	894	349	542	509	109	269	712	272	420	390	132	238	180	93	144	113								
CHARLIE'S ANGELS 6 203 205																				A 23.6	37	1758	1956	762	290	830	313	509	460	123	237	571	192	327	293	102	184	252	139	303	238								
WED. 9.00P 60 ABC PD 99 99																				B 27.0	43	2012	1902	768	297	842	352	548	466	116	226	593	230	359	305	116	184	239	132	228	182								
9.00 - 9.30																				A 23.5	37	1751	1961	755	284	823	308	496	453	130	243	555	188	314	281	98	182	252	140	331	258								
9.30 - 10.00																				A 23.7	37	1766	1944	766	296	835	316	519	466	117	231	589	197	342	305	105	186	248	137	272	219								
CHIPS 6 201																				A 20.2	39	1505	2330	724	237	830	280	483	468	144	275	729	242	422	401	119	237	149	91	622	459								
1 SAT. 8.00P 60 NBC OP 95																				B 19.4	37	1445	2252	706	237	784	271	469	424	112	252	705	250	437	403	108	198	241	106	522	382								
8.00 - 8.30																				A 18.8	37	1401	2284	702	231	802	249	455	446	134	274	724	214	397	391	127	258	165	101	593	431								
8.30 - 9.00																				A 21.6	41	1609	2367	740	238	850	308	507	486	156	274	736	262	445	407	111	223	138	83	643	482								
DALLAS 5 193																				A 15.1	30	1125	1666	828	248	886	300	560	472	110	274	653	188	423	385	107	190	91	57	36	9								
1 SAT. 10.00P 60 CBS GD 99																				B 13.5	25	1006	1699	775	297	841	316	487	440	136	282	593	214	376	338	100	183	126	79	139	110								
10.00 - 10.30																				A 14.8	29	1103	1698	847	234	898	314	575	483	110	268	664	194	423	392	111	199	89	62	47	20								
10.30 - 11.00																				A 15.4	31	1147	1627	809	260	870	286	545	459	112	279	637	179	421	377	101	179	94	51	26	LT								
DALLAS 1 190																				A 17.4	30	1296	1654	708	326	837	271	455	443	129	281	698	225	347	356	167	286	93	45	26	19								
2 SUN. 10.00P 60 CBS GD 99																				B 17.4	30	1296	1654	708	326	837	271	455	443	129	281	698	225	347	356	167	286	93	45	26	19								
10.00 - 10.30																				A 17.4	29	1296	1634	678	311	806	258	443	424	115	272	705	219	350	366	162	285	106	51	17	17								
10.30 - 11.00																				A 17.3	31	1289	1674	741	339	867	283	465	460	144	293	691	229	345	344	175	288	81	41	35	20								
DICK CLARK LIVE(B) 197																				A 12.0	20	894	1659	641	184	709	201	342	338	90	311	650	240	423	383	111	173	80	40	220	136								
1 THU. 8.00P 60 NBC GV 98																				A 10.3	17	767	1604	631	144	702	176	305	301	214	353	635	205	386	361	118	192	67	36	200	126								
8.00 - 8.30																				A 13.7	22	1021	1690	648	213	712	220	372	366	171	278	661	266	452	399	103	157	84	41	233	141								
8.30 - 9.00																				A 13.4	22	998	1786	752	326	862	355	516	384	109	287	625	221	330	264	73	232	153	67	146	108								
DICK CLARK'S LIVE WEDNSDY 4 190																				B 16.7	28	1244	1973	736	331	837	377	541	414	116	237	628	282	430	341	69	156	201	91	307	228								
2 WED. 8.00P 60 NBC GV 93																				A 13.2	21	983	1785	748	328	884	381	530	376	111	293	604	204	304	253	74	224	148	68	149	108								
8.00 - 8.30																				A 13.7	22	1021	1760	751	319	833	326	496	385	109	282	635	235	353	267	72	236	150	62	142	107								
8.30 - 9.00																				A 18.0	33	1341	1956	756	270	827	328	512	428	98	250	515	184	307	287	73	169	165	118	449	334								
DONNY AND MARIE 5 200 196																				B 17.2	31	1281	2051	768	246	843	329	501	421	102	274	533	209	318	275	78	174	173	117	502	340								
FRI. 8.00P 60 ABC GV 99 98																				A 16.6	31	1237	1956	750	265	824	329	505	430	94	251	538	193	319	300	68	176	147	110	447	330								
8.00 - 8.30																				A 19.4	35	1445	1951	756	273	826	326	515	425	99	248	496	178	297	277	76	162	179	125	450	337								
8.30 - 9.00																				A 16.2	31	1207	1724	752	259	815	233	445	445	160	296	709	195	392	391	154	259	118	54	82	51								
EDDIE CAPRA MYSTERIES 5 204 199																				B 14.9	27	1110	1653	735	269	808	225	434	440	152	294	626	165	342	341	135	226	120	57	99	79								
FRI. 10.00P 60 NBC SM 99 97																				A 16.2	30	1207	1720	746	247	805	227	435	439	160	301	707	186	384	392	157	265	117	54	91	55								
10.00 - 10.30																				A 16.2	31	1207	1723	764	269	829	239	457	455	160	295	706	203	396	388	149	251	116	54	72	48								
10.30 - 11.00																																																	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
														K E Y		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
																AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		TOTAL		18-34		18-49		25-54		55-64		55+		TOTAL		18-34		18-49		25-54		55-64		55+		TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
															TOTAL	18-34	WOMEN			MEN								TOTAL FEM.	TOTAL 6-11				
																	18-49	25-54	55-64	55+		18-49	25-54	55-64	55+								
EVENING CONT'D																																	
INCREDIBLE HULK																																	
FRI. 9.00P 60 CBS SF 6 191 192																																	
9.00 - 9.30																																	
9.30 - 10.00																																	
JEFFERSONS																																	
1 WED. 8.00P 30 CBS CS 5 177																																	
9.00 - 9.30																																	
9.30 - 10.00																																	
KAZ																																	
2 SUN. 9.00P 60 CBS GD 1 190																																	
9.00 - 9.30																																	
9.30 - 10.00																																	
LAVERNE AND SHIRLEY																																	
TUE. 8.30P 30 ABC CS 6 204 206																																	
9.00 - 9.30																																	
9.30 - 10.00																																	
LIFELINE																																	
1 SUN. 10.10P 60 NBC GD 4 199 199																																	
2 SUN. 10.00P 60																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
LIKE MOM, LIKE ME(S)																																	
1 SUN. 9.00P 120 CBS FF 185 99																																	
9.00 - 9.30																																	
9.30 - 10.00																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
LITTLE HOUSE - PRAIRIE																																	
1 MON. 8.00P 90 NBC GD 7 215 215																																	
2 MON. 8.00P 60																																	
8.00 - 8.30																																	
8.30 - 9.00																																	
9.00 - 9.30																																	
LOU GRANT																																	
MON. 10.00P 60 CBS GD 4 192 187																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
LOVE BOAT																																	
SAT. 9.00P 60 ABC CS 6 198 199																																	
9.00 - 9.30																																	
9.30 - 10.00																																	
MAGIC-DAVID COPPERFIELD(S)																																	
2 FRI. 8.00P 60 CBS GV 183 98																																	
8.00 - 8.30																																	
8.30 - 9.00																																	
M*A*S*H																																	
MON. 9.00P 30 CBS CS 6 190 196																																	
9.00 - 9.30																																	
9.30 - 10.00																																	
10.00 - 10.30																																	
10.30 - 11.00																																	

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KEY: A = CURRENT REPORT B = SEASON AVERAGE

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														TEENS (12-17)		CHILDREN (2-11)			
														TOTAL	18-34	WOMEN 18-49 25-54 55-64 55+			TOTAL	18-34	MEN 18-49 25-54 55-64 55+			TOTAL FEM.	TOTAL M.	6-11							
EVENING CONT'D																																	
MORK & MINDY														A 25.6	42	1907	2284	742	381	818	429	635	512	69^110^	635	336	496	388	53^ 94^	281	149	550	404
1 THU. 8.00P 30 ABC CS 6 198 99														B 26.2	45	1952	2206	683	307	748	399	589	470	55 104	589	313	461	368	49 84	331	179	538	390
MOVIE OF THE WEEK(S)														A 19.1	30	1423	1886	657	229	717	332	512	407	96^164^	599	352	490	317	69^ 86^	293	166^	277	162^
2 THU. 8.00P 120 NBC FF 193 95														A 15.8	26	1177	1816	664	238	710	305	463	378	127^207	570	318	445	296	74^ 96^	244	119^	292	154^
8.00 - 8.30														A 18.8	29	1401	1971	661	220	716	349	497	390	89^180	631	364	498	329	67^101^	282	154^	342	185
8.30 - 9.00														A 20.7	32	1542	1879	638	213	699	323	512	406	84^143^	603	370	504	303	73^ 84^	303	187	274	169
9.00 - 9.30														A 20.9	32	1557	1880	675	247	746	348	564	453	89^139^	598	355	506	337	67^ 73^	326	196	210	142^
9.30 - 10.00																																	
NBC MONDAY NIGHT MOVIES														A 21.7	33	1617	1698	783	276	877	358	550	481	115 237	567	261	362	294	78 149	139	79	115	81
1 MON. 9.30P 90 NBC FF 99 98														B 21.4	34	1594	1711	815	299	919	349	560	503	120 269	524	192	314	282	79 161	147	86	121	97
2 MON. 9.00P 120																																	
9.00 - 9.30														A 23.2	34	1728	1820	853	304	946	355	549	506	127^300	549	235	333	308	84^138^	134^ 88^	191	120^	
9.30 - 10.00														A 22.0	33	1639	1769	794	274	881	356	544	488	120 247	593	273	372	313	69^156	154 92	141	95	
10.00 - 10.30														A 21.7	33	1617	1663	768	273	861	352	545	469	114 224	572	271	375	296	77^147	141 74^	89	68^	
10.30 - 11.00														A 20.6	33	1535	1597	745	264	851	367	562	476	101 203	540	252	348	270	85 149	135 68^	71^ 60^		
NBC NEWS UPDATE-M-F														A 16.2	26	1207	1955	741	243	823	275	439	397	141 309	670	258	383	333	123 224	165 83	297	201	
1 MON. 9.28P 1 NBC N 90 89														B 17.0	27	1267	1931	729	249	819	263	427	400	137 316	643	226	361	324	120 224	168 85	301	208	
1 TUE. 8.14P 1																																	
1 WED. 9.06P 1																																	
1 TH & F 8.58P 1																																	
2 M-W 8.58P 1																																	
2 THU. 9.03P 1																																	
2 FRI. 8.28P 1																																	
NBC NEWS UPDATE-SAT.														A 16.9	31	1259	2232	628	227	741	311	494	425	131 189	645	266	420	368	85^165	248 123	598	428	
1 SAT. 8.58P 1 NBC N 4 185 193 90 93														B 18.1	32	1348	2253	677	239	768	293	489	421	115 219	678	272	434	365	97 183	258 136	549	398	
2 SAT. 9.02P 1																																	
NBC NEWS UPDATE-SUN.														A 19.6	29	1460	1984	852	250	903	284	478	461	152 351	772	252	439	406	139 276	109 58^	200	126	
1 SUN. 9.14P 1 NBC N 3 195 195 93 93														B 20.4	30	1520	1929	846	260	905	286	500	468	149 336	751	257	432	401	133 261	106 56	167	108	
2 SUN. 9.00P 1																																	
NBC NIGHTLY NEWS-SAT.														A 6.7	16	499	1613	744	198^	816	213^	361	255	158^424	629	174^	272	282	107^307	38^ 23^	130^ 62^		
SAT. 6.30P 30 NBC N 3 143 148 83 82														B 6.4	14	477	1641	756	202	823	210	374	294	162 403	650	186	273	258	141 328	47 32	121 73		
NBC NIGHTLY NEWS														A 11.6	24	864	1671	731	243	813	190	332	322	192 411	663	197	304	279	136 291	75 36^	120 68^		
M-F 6.30P 30 NBC N 20 202 204 98 99														B 11.4	24	849	1616	723	219	797	193	330	317	168 397	653	176	294	257	123 301	57 26	109 63		
NBC SATURDAY NIGHT MOVIE(S)														A 15.5	28	1155	2186	563	284	658	343	507	395	75^ 92^	525	256	378	332	59^ 88^	420 195^	583	393	
2 SAT. 8.00P 120 NBC FF 200 98														A 16.2	31	1207	2215	619	313	691	326	476	381	93^137^	564	281	403	376	80^104^	382 173^	578	385	
8.30 - 9.00														A 16.2	30	1207	2280	606	359	679	362	536	413	61^ 77^	520	253	383	356	45^ 66^	425 190^	656	430	
9.00 - 9.30														A 14.9	27	1110	2138	496	221	625	343	503	374	73^ 73^	492	233	340	287	53^ 94^	423 201^	598	397	
9.30 - 10.00														A 14.6	26	1088	2103	529	230	637	349	526	421	69^ 69^	507	244	372	299	55^ 84^	461 217^	498	353	
NEWSBREAK-M-F														A 15.5	24	1155	1971	716	275	806	311	485	398	108 262	617	229	355	343	87 199	172 58	376 234		
1 M-TH 8.58P 1 CBS N 30 164 165 90 91														B 15.1	24	1125	1909	741	287	833	309	487	409	124 281	594	225	338	313	101 201	164 69	318 196		
1 FRI. 8.59P 1																																	
2 MWTHF 8.58P 1																																	
2 TUE. 8.50P 1																																	
NEWSBREAK-SAT.														A 11.6	22	864	1799	715	268	842	286	444	347	127^306	563	138^	288	319	84^203	159 152	235	161	
CONT'D																																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11									
															TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54			55-64	55+							
EVENING CONT'D																																			
NEWSBREAK-SAT.-CONT'D																																			
1	SAT.	8.58P	1	CBS N		91	90	B	12.0	22	894	1810	772	288	885	286	476	414	138	330	505	156	281	271	82	181	165	124	255	175					
2	SAT.	8.59P	1																																
NEWSBREAK-SUN.										6	170	168	A	22.4	33	1669	1863	781	336	898	252	436	424	144	354	607	164	292	358	102	216	176	112	182	132
1	SUN.	9.33P	1	CBS N		94	93	B	18.9	28	1408	1884	803	334	903	275	460	443	139	341	620	175	314	332	107	234	166	102	195	139					
2	SUN.	8.58P	1																																
NFL FOOTBALL SPECIAL(S)										201			A	22.6	37	1684	1562	422	180	449	150	291	263	75^128^	817	303	519	472	147	229	140^	25^	156	118^	
2	THU.	8.30P	181	ABC SE			99																												
	8.30 - 9.00																																		
	9.00 - 9.30																																		
	9.30 - 10.00																																		
	10.00 - 10.30																																		
	10.30 - 11.00																																		
	11.00 - 11.30																																		
NFL MONDAY NIGHT FOOTBALL										8	203	203	A	21.4	35	1594	1637	458	192	505	217	353	281	61^116	892	375	585	532	142	227	137	32^	103	57^	
1	MON.	9.00P	174	ABC SE		99	99	B	21.0	35	1565	1620	434	179	464	179	311	275	60	114	904	366	602	550	132	229	149	26	103	72					
2	MON.	9.00P	173																																
	9.00 - 9.30																																		
	9.30 - 10.00																																		
	10.00 - 10.30																																		
	10.30 - 11.00																																		
	11.00 - 11.30																																		
	11.30 - 12.00																																		
ONE DAY AT A TIME										5	195	196	A	22.1	33	1646	1784	759	306	857	323	559	459	100	227	555	225	359	325	75^146	212	102	160	140	
MON.	9.30P	30	CBS CS			99	99	B	22.5	34	1676	1802	802	329	890	366	591	472	108	234	542	221	344	305	79	151	221	112	149	115					
OPERATION PETTICOAT(B)										195			A	21.6	34	1609	2180	739	395	826	451	641	482	63^113^	597	314	460	351	46^	89^	258	149^	499	364	
1	THU.	8.30P	30	ABC CS			98																												
PAPER CHASE										5	175		A	12.1	18	901	1640	767	265^	891	271^	481	389	141^359	607	215^	307	326	98^238^	23^	23^	119^	85^		
1	TUE.	8.00P	60	CBS GD			97	B	12.5	20	931	1718	724	272	832	313	495	423	117	270	603	268	363	327	94	183	113	57	170	103					
	8.00 - 8.30																																		
	8.30 - 9.00																																		
PEOPLE										5	183	183	A	16.3	25	1214	1927	683	369	785	374	586	422	60^147	684	333	493	429	68^139	229	60^	229	158		
MON.	8.30P	30	CBS FV			99	99	B	17.7	27	1319	1843	720	338	788	353	551	431	80	175	610	282	428	378	72	134	211	82	234	154					
PROJECT U.F.O.(B)										172			A	9.8	18	730	1904	757	217^	868	290^	463	436	157^320^	742	320^	440	347	160^243^	60^	8^	234^	158^		
1	FRI.	8.00P	60	NBC SF			86																												
	8.00 - 8.30																																		
	8.30 - 9.00																																		
QUINCY, M.E.										6	209	197	A	18.8	30	1401	1707	733	262	845	317	562	495	123	229	563	196	365	355	116	147	151	74^		
1	THU.	9.00P	60	NBC OP		98	99	B	18.1	29	1348	1756	725	278	811	281	519	493	121	232	628	209	388	385	116	177	145	57	172	140					
2	THU.	10.00P	60																																
	9.00 - 9.30																																		
	9.30 - 10.00																																		
	10.00 - 10.30																																		
	10.30 - 11.00																																		
RESCUE-GILLIGAN'S ISLAND(S)										203			A	21.5	40	1602	2315	624	276	731	303	486	408	118^196	750	338	533	424	102^166	267	128^	567	467		
CONT'D																																			

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PROGRAM NAME										T/C SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	WOMEN 18- 49	25- 54	55- 64	55+	TOTAL	18- 34	WOMEN 18- 49	25- 54	55- 64	55+	TOTAL	18- 34	WOMEN 18- 49	25- 54	55- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
EVENING CONT'D																																		
RESCUE-GILLIGAN'S -CONT'D																																		
1	SAT.	9.00P	60	NBC	CS		99			A	21.4	40	1594	2341	635 280	751 323	503 412	119^201			747 338	527 410	103^173			258 125^	585 482							
		9.00 - 9.30								A	21.7	40	1617	2271	611 269	706 284	463 397	116^193			750 336	532 431	100^164			273 130^	542 454							
		9.30 - 10.00																																
RHODA																																		
	SAT.	8.00P	30	CBS	CS		97	96		A	13.3	26	991	1689	718 268	846 275	419 340	155 361			476 130	235 247	74^197			80^ 63^	287 192							
										B	13.2	25	983	1748	779 310	884 285	459 397	151 355			465 152	250 244	70 186			115 90	284 185							
ROCKFORD FILES																																		
	FRI.	9.00P	60	NBC	PD		96	99		A	16.3	29	1214	1751	812 279	851 256	441 411	156 345			704 202	372 387	136 269			93^ 39^	103 75^							
		9.00 - 9.30								B	15.8	28	1177	1688	772 274	829 237	414 399	160 344			640 171	331 349	125 240			98 44	121 91							
		9.30 - 10.00								A	15.5	28	1155	1765	796 291	840 255	428 411	159 343			717 214	385 394	134 270			92^ 38^	116 84^							
										A	17.1	30	1274	1723	824 273	855 255	448 410	152 343			689 191	358 377	138 269			90^ 38^	89^ 65^							
60 MINUTES																																		
	SUN.	7.00P	60	CBS	DN		99	99		A	24.8	41	1848	1736	744 293	825 200	384 390	132 348			717 215	368 386	119 276			96 56^	98 72							
		7.00 - 7.30								B	21.3	36	1587	1720	748 292	828 214	386 373	131 353			726 209	350 365	137 297			75 38	91 58							
		7.30 - 8.00								A	23.4	40	1743	1753	744 282	829 196	378 388	135 354			729 216	382 400	119 275			97 57^	98 78							
										A	26.3	42	1959	1712	740 301	820 202	386 390	128 341			703 214	357 372	121 275			90 54^	99 68							
SOAP																																		
1	THU.	9.30P	30	ABC	CS		99			A	20.7	32	1542	2021	805 380	875 477	646 539	91^160			691 396	499 370	50^139^			231 116^	224 149^							
										B	22.5	37	1676	1875	765 352	843 446	645 497	77 140			666 366	499 384	66 118			237 134	129 91							
STARSKY AND HUTCH																																		
1	TUE.	10.00P	60	ABC	OP		99	99		A	16.9	28	1259	1707	738 313	831 350	573 505	80^176			608 268	399 357	80^166			151 81^	117 73^							
2	TUE.	10.30P	60							B	18.8	31	1401	1795	729 304	810 391	600 496	72 142			627 309	449 363	82 131			217 101	141 107							
		10.00 - 10.30								A	16.0	25	1192	1914	720 340	846 430	671 549	40^117^			668 325	471 395	67^147^			209 110^	191^ 111^							
		10.30 - 11.00								A	17.0	28	1267	1682	714 308	788 312	526 483	83^178			621 275	407 370	84^168			154 85^	119 77^							
		11.00 - 11.30								A	17.6	34	1311	1536	797 292	891 344	574 501	110^221			514 203	313 293	86^172^			85^ 42^	46^ 26^							
SUPERSTARS-OHIO-FAIR(S)																																		
2	MON.	8.00P	60	ABC	GV		96	181		A	15.4	24	1147	1867	722 269	812 273	476 420	181^284			609 179^	316 287	144^262			161^ 92^	285 196^							
		8.00 - 8.30								A	14.8	24	1103	1869	729 274	820 261	474 424	189^292			620 172^	321 283	145^265			164^100^	265 179^							
		8.30 - 9.00								A	16.0	25	1192	1851	712 262	801 281	476 416	171^274			592 183^	309 287	142^257			155^ 82^	303 209							
SWORD OF JUSTICE(B)																																		
1	THU.	10.00P	60	NBC	SM		98	194		A	12.3	22	916	1595	517 241^	618 292	485 435	61^ 79^			691 259^	453 474	114^151^			154^ 48^	132^ 129^							
		10.00 - 10.30								A	12.7	22	946	1642	531 256^	646 306	506 442	62^ 95^			678 262	458 475	110^143^			161^ 46^	157^ 151^							
		10.30 - 11.00								A	12.0	22	894	1521	492 217^	579 275	459 426	58^ 58^			692 249^	441 464	121^160^			147^ 48^	103^ 103^							
SWORD OF JUSTICE																																		
	SAT.	10.00P	60	NBC	SM		98	202	202	A	12.6	24	939	1716	693 331	747 283	482 462	121^187			702 266	429 456	144 201			132 69^	135 114^							
		10.00 - 10.30								B	14.6	26	1088	1853	705 283	778 278	474 430	111 222			700 279	439 415	122 187			181 97	194 151							
		10.30 - 11.00								A	12.2	23	909	1802	727 363	785 310	524 496	126^183			702 270	432 461	141 193			144 80^	171 136^							
										A	13.0	25	969	1623	660 296	703 255	440 424	120^190			694 258	420 447	150 207			124^ 59^	102^ 94^							
TAXI																																		
	TUE.	9.30P	30	ABC	CS		99	99		A	23.1	34	1721	1895	769 337	881 420	615 508	93 190			538 248	373 313	56^123			238 126	238 151							
										B	24.0	36	1788	1917	744 323	830 414	608 495	81 157			569 278	406 339	65 111			269 146	249 172							
THREE'S COMPANY																																		
	TUE.	9.00P	30	ABC	CS		99	98		A	27.5	40	2049	2065	778 336	883 423	613 498	99 202			527 248	372 299	54^116			315 162	340 247							
										B	28.7	43	2138	2042	765 334	849 419	608 492	90 179			552 270	390 316	68 113			309 166	332 234							
VEGA\$																																		
	WED.	10.00P	60	ABC	PD		99	99		A	19.6	34	1460	1824	762 311	835 305	538 493	109 213			653 219	383 350	117 204			185 99	151 116							
		10.00 - 10.30								B	20.3	34	1512	1780	780 323	873 348	570 513	110 217			611 228	370 305	115 194			165 89	131 103							
		10.30 - 11.00								A	20.2	34	1505	1841	759 299	824 298	530 486	110 211			639 203	374 347	116 200			196 104	182 141							
										A	19.1	34	1423	1783	761 320	838 309	542 493	109 214			660 230	389 350	117 207			170 91	115 90							
WALTONS																																		
	CONT'D						5	198	191	A	20.0	32	1490	1888	818 282	924 268	421 378	141 427			538 136	210 255	96 253			113 70^	313 194							

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PROGRAM NAME										AUDIENCE COMPOSITION													
T/C THIS SEASON										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
NO. OF STATIONS & PROGRAM COVERAGE										HOUSEHOLD AUDIENCES													
WK 1 WK 2										K E Y													
WK # DAY START TIME DUR NET TYPE										AVG. AUD. SHARE % (0,000)													
EVENING CONT'D										TOTAL PERSONS (2+)													
WALTONS-CONT'D										LADY WORK- ING HOUSE WOM.													
THU. 8.00P 60 CBS GD 99 99										TOTAL 18- 34 18- 49 25- 54 55- 64 55+													
8.00 - 8.30										TOTAL 18- 34 18- 49 25- 54 55- 64 55+													
8.30 - 9.00										TOTAL 18- 34 18- 49 25- 54 55- 64 55+													
WEDNESDAY MOVIE OF-WEEK										TEENS (12-17) CHILDREN (2-11)													
1 WED. 8.00P 167 NBC FF 98 99										TOTAL FEM. TOTAL 6-11													
2 WED. 9.00P 120																							
8.00 - 8.30																							
8.30 - 9.00																							
9.00 - 9.30																							
9.30 - 10.00																							
10.00 - 10.30																							
10.30 - 11.00																							
WELCOME BACK, KOTTER																							
SAT. 8.00P 30 ABC CS 98 96																							
WELCOME BACK, KOTTER																							
1 MON. 8.00P 30 ABC CS 97																							
WHO'S WATCHING THE KIDS																							
2 FRI. 8.00P 30 NBC CS 89																							
WKRP IN CINCINNATI																							
6 193 197																							
WONDER WOMAN																							
1 FRI. 8.00P 60 CBS SF 99																							
8.00 - 8.30																							
8.30 - 9.00																							
WONDERFUL WORLD OF DISNEY																							
1 SUN. 7.10P 60 NBC FV 99																							
7.00 - 7.30																							
7.30 - 8.00																							
WONDERFUL WORLD-DISNEY(B)																							
2 SUN. 7.00P 60 NBC FV 104 60																							
7.00 - 7.30																							
7.30 - 8.00																							
WORLD SERIES PRE #6(S)																							
1 TUE. 8.00P 15 NBC SC 221 99																							
WORLD SERIES GAME #6(S)																							
1 TUE. 8.15P 189 NBC SE 221 99																							
8.30 - 9.00																							
9.00 - 9.30																							
9.30 - 10.00																							
10.00 - 10.30																							
10.30 - 11.00																							
11.00 - 11.30																							

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
WK # DAY START TIME DUR NET TYPE										WK 1	WK 2	AVG. AUD. %	SHARE %		AVG. AUD. (0,000)	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
																TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
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FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1978 REPORT

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11				
LATE FRINGE CONT'D																															
TOMORROW SHOW-CONT'D																															
1	MON.	1.30A	45	NBC	CC		98	98	B	2.1	18	156	1058 673 224	696 206	348 381	83 244	315 167	244 161	45 64	40	LT	LT	LT								
1	TUE.	1.26A	45																												
1	W & TH	1.00A	45																												
2	WTH	1.00A	45																												
2	TUE.	1.32A	45																												
		1.00 - 1.30							A	2.8	20	209	914 604 196	642 269	350 344	81 187	196 129	144 68	38 52	71 38	LT	LT	LT								
		1.30 - 2.00							A	2.0	19	149	960 618 174	618 141	356 389	94 229	342 107	208 128	107 107	LT	LT	LT	LT								
TONIGHT SHOW														20	212	211	A	6.7	26	499	1373 713 300	769 279	473 460	94 196	482 216	331 268	78 121	106 36	16 15		
1	MON.	12.00M	78	NBC	GV		99	99	B	6.7	26	499	1388 711 303	772 275	457 430	102 225	523 237	371 279	78 125	78	25	15	11								
1	TUE.	11.56P	80																												
1	WED.	11.30P	77																												
1	TH & F	11.30P	75																												
2	MON.	11.30P	77																												
2	TUE.	12.02A	80																												
2	W & TH	11.30P	75																												
2	FRI.	11.30P	78																												
		11.30 - 12.00							A	9.3	27	693	1434 730 322	814 310	513 451	101 210	507 223	338 284	83 126	96 25	17 14	14 14									
		12.00 - 12.30							A	6.8	27	507	1327 711 308	755 277	463 457	90 187	454 207	325 259	70 109	103 34	15 14	14 14									
		12.30 - 1.00							A	4.3	24	320	1325 744 228	744 200	453 563	84 181	507 209	326 255	104 151	74 40	LT	LT									
		1.00 - 1.30							A	2.9	21	216	977 680 139	680 158	236 398	56 282	297 LT	102 139	70 158	LT	LT	LT	LT								
TUESDAY MOVIE OF THE WEEK														4	170	171	A	5.3	23	395	1453 722 197	747 345	550 467	38 144	579 302	491 389	58 68	50 19	77 49		
1	TUE.	11.30P	71	ABC	FF		96	96	B	5.2	22	387	1383 651 250	727 312	529 475	27 124	531 261	408 371	65 73	62 18	63 49										
2	TUE.	12.00M	71																												
		11.30 - 12.00							A	5.8	18	432	1572 761 291	761 326	516 401	94 212	731 433	538 365	144 144	LT	LT	80 22	22 22								
		12.00 - 12.30							A	5.4	23	402	1386 736 219	784 362	585 500	32 144	483 222	407 342	53 63	49 27	70 45	45 45	45 45								
		12.30 - 1.00							A	5.1	30	380	1526 713 48	737 371	581 568	LT 90	589 231	542 445	15 47	110 31	90 90	90 90	90 90								
TUESDAY MOVIE-WEEK PART2														2	170	171	A	4.0	28	298	1305 573 134	583 241	379 311	LT 124	594 430	590 433	LT LT	54 20	74 40		
1	TUE.	12.41A	28	ABC	FF		96	96	B	4.0	28	298	1305 573 134	583 241	379 311	LT 124	594 430	590 433	LT LT	54 20	74 40	74 40	40 40								
2	TUE.	1.11A	29																												
WEEKDAY DAYTIME																															
ABC AFTERSCHOOL SPECIAL(S)														186		A	6.6	19	492	1413 568 216	661 421	536 344	20 96	338 136	179 118	72 159	87 49	327 202			
2	WED.	4.30P	60	ABC	FV		98																								
		4.30 - 5.00							A	6.1	18	454	1421 575 170	652 419	540 350	18 75	284 132	171 110	42 113	93 46	392 218	218 218	218 218								
		5.00 - 5.30							A	7.0	19	522	1408 561 256	670 426	536 338	23 113	383 142	186 125	100 197	81 50	274 188	188 188	188 188								
ALL IN THE FAMILY M-F														20	170	166	A	4.6	26	343	1318 645 93	730 295	478 402	103 199	257 97	126 99	58 105	74 40	257 90		
	M-F	10.00A	30	CBS	CS		94	94	B	4.4	25	328	1281 640 100	722 298	476 396	128 195	282 109	142 103	64 115	74 45	203 61	61 61	61 61								
ALL MY CHILDREN														20	188	188	A	8.1	33	603	1421 878 195	982 556	760 577	68 146	240 120	142 133	22 53	86 73	113 26		
1	MON.	1.00P	19	ABC	DD		97	98	B	8.0	33	596	1379 878 195	983 544	741 579	64 148	234 114	134 103	29 73	74 63	88 24	24 24	24 24								
	&	1.24P	18																												
1	TU-F	1.00P	60																												
2	M-F	1.00P	60																												
		1.00 - 1.30							A	8.2	34	611	1391 870 191	966 532	751 586	64 140	225 111	131 128	18 48	86 69	114 26	26 26									
		1.30 - 2.00							A	8.0	32	596	1450 887 191	994 577	770 569	75 150	252 130	153 135	23 55	90 79	114 26	26 26									
AMERICA ALIVE														19	185	185	A	3.2	14	238	1227 777 126	837 190	383 378	111 392	320 67	97 50	89 220	41 29	29 LT		
	M-F	12.00N	60	NBC	GV		92	92	B	2.9	13	216	1249 756 143	810 180	356 375	97 371	343 89	106 51	74 213	22 LT	74 LT	LT LT	LT LT								
CONT'D																															

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1978 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)	CHILDREN (2-11)				
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11		
WEEKEND DAYTIME CONT'D																													
BUGS BUNNY/ROAD RUNNER 2 6 191 194 A 9.0 37 671 1870 300 182^ 352 196 307 189 24^ 45^ 273 180^ 223 160^ 15^ 30^ 269 79^ 976 562																													
SAT. 9.30A 30 CBS CA 99 99 B 9.4 38 700 1728 305 115 342 187 273 164 24 55 251 165 213 143 9 16 218 87 917 546																													
BUGS BUNNY/ROAD RUNNER 3 6 190 194 A 10.0 40 745 1746 266 155^ 309 157^ 260 150^ 28^ 49^ 304 199 251 183 28^ 41^ 240 91^ 893 480																													
SAT. 10.00A 30 CBS CA 99 99 B 10.2 40 760 1687 263 122 330 177 270 172 20 43 263 166 218 169 17 23 232 80 862 501																													
CBS NFL FOOTBALL PRE GAME 6 202 198 A 7.8 28 581 1349 370 125^ 389 132^ 251 245 38^ 94^ 726 258 440 510 116^ 192^ 112^ 9^ 122^ 99^																													
1 SUN. 12.30P 30 CBS SC 99 99 B 7.1 28 529 1412 376 170 413 139 266 270 47 102 773 335 537 531 98 170 111 17 115 97																													
2 SUN. 1.30P 30																													
CBS NFL FOOTBALL GAME 1 6 205 203 A 16.5 47 1229 1430 362 162 373 116 257 252 35^ 88^ 838 307 535 513 126 233 128 19^ 91^ 58^																													
1 SUN. 1.00P 177 CBS SF 99 99 B 15.0 43 1118 1518 374 151 406 138 261 242 50 114 893 360 585 534 123 237 118 23 101 65																													
2 SUN. 2.00P 180																													
1.00 - 1.30 A 14.1 51 1050 1472 421 144^ 421 147^ 274 287 25^ 91^ 867 352 558 494 144^ 255 117^ 5^ 67^ 39^																													
1.30 - 2.00 A 17.1 54 1274 1435 361 147^ 361 109^ 237 244 22^ 86^ 848 337 557 468 110^ 241 142^ 5^ 84^ 66^																													
2.00 - 2.30 A 15.0 45 1118 1363 349 148 352 99^ 235 237 33^ 89^ 809 313 542 500 109^ 210 126 11^ 76^ 57^																													
2.30 - 3.00 A 16.5 48 1229 1452 351 155 355 114 241 250 33^ 81^ 874 342 603 559 123 213 133 11^ 90^ 65^																													
3.00 - 3.30 A 17.6 49 1311 1472 383 178 386 125 268 265 41^ 87^ 861 320 552 526 137 243 136 24^ 89^ 51^																													
3.30 - 4.00 A 17.4 47 1296 1402 351 172 367 101 258 252 38^ 84^ 807 291 500 503 122 227 137 34^ 91^ 57^																													
4.00 - 4.30 A 18.2 46 1356 1431 338 173^ 365 119^ 269 229 36^ 96^ 842 259 506 524 128^ 251 101^ 25^ 123^ 67^																													
4.30 - 5.00 A 15.3 38 1140 1459 386 199^ 436 146^ 319 258 44^ 111^ 800 219 422 491 146^ 266 98^ 24^ 125^ 64^																													
CBS NFL FOOTBALL POST(B) 39 132 A 4.6 12 343 1300 388 230^ 476 155^ 333^ 253^ 77^ 103^ 671 248^ 400 367 94^ 219^ 112^ 34^ 41^ 23^																													
1 SUN. 3.57P 8 CBS SC 34 57																													
2 SUN. 4.17P 13																													
CBS SPORTS SPECTACULAR 6 143 152 A 4.4 14 328 1497 381 61^ 430 138^ 204^ 119^ 86^ 198^ 839 330^ 503 485 130^ 222^ 121^ 39^ 107^ 61^																													
SAT. 4.30P 90 CBS SA 86 86 B 3.9 11 291 1481 397 98 448 115 223 186 77 185 754 249 459 438 108 211 114 32 165 112																													
4.30 - 5.00 A 3.7 12 276 1616 431^ 84^ 492 160^ 253^ 122^ 83^ 210^ 815 260^ 503 485 95^ 207^ 171^ 51^ 138^ 109^																													
5.00 - 5.30 A 4.8 15 358 1419 330^ 65^ 380 147^ 201^ 95^ 67^ 153^ 780 337^ 478 464 139^ 216^ 170^ 39^ 89^ 34^																													
5.30 - 6.00 A 5.0 15 373 1386 370 41^ 410 107^ 166^ 135^ 102^ 220^ 861 351 491 466 145^ 234^ 27^ 27^ 88^ 45^																													
CHALLENGE SUPERFRIENDS I 6 194 194 A 8.0 37 596 1654 100^ 51^ 123^ 83^ 100^ 71^ LT 15^ 101^ 68^ 68^ 53^ 10^ 16^ 218 68^ 1212 764																													
SAT. 9.00A 30 ABC CA 99 99 B 7.5 35 559 1759 155 82 204 100 137 122 19 35 95 73 80 43 LT 8 234 101 1226 721																													
CHALLENGE SUPERFRIENDS II 6 192 192 A 8.1 34 603 1735 146^ 54^ 168^ 114^ 151^ 116^ 7^ 7^ 119^ 87^ 87^ 72^ LT LT 237 65^ 1211 756																													
SAT. 9.30A 30 ABC CA 99 99 B 7.7 32 574 1841 183 70 225 123 168 140 22 24 103 74 83 48 7 7 278 109 1235 716																													
CLJE CLUB 5 56 A 1.8 8 134 1642^ 60^ LT 60^ 60^ LT LT 120^ LT 67^ 120^ LT LT 663^ LT 799^ 448^																													
2 SUN. 9.30A 30 CBS CA 48 B 2.1 12 156 1532 146 LT 146 89 140 133 LT LT 236 179 217 44 LT LT 109 LT 1041 485																													
COLLEGE FOOTBALL 1978 6 127 148 A 2.6 10 194 1552 372^ 119^ 418^ 92^ 205^ 202^ 82^ 124^ 582^ 180^ 329^ 351^ 153^ 184^ 113^ LT 439^ 159^																													
SUN. 12.30P 30 ABC SA 86 90 B 2.8 10 209 1336 393 171 443 133 214 214 87 172 525 239 310 297 95 143 87 LT 281 157																													
FABULOUS FUNNIES 6 184 186 A 5.0 20 373 1764 285^ 81^ 406 191^ 268^ 171^ 21^ 76^ 196^ 81^ 132^ 58^ 36^ 57^ 242^ 106^ 920 626																													
SAT. 12.00N 30 NBC CA 93 93 B 4.6 19 343 1720 283 61 329 153 226 155 22 79 234 146 179 89 LT 36 244 148 913 545																													
FACE THE NATION 6 163 163 A 3.6 15 268 1563 596 175^ 648 161^ 231^ 199^ 123^ 342^ 671 183^ 302^ 377^ 130^ 275^ 57^ LT 187^ 120^																													
SUN. 11.30A 30 CBS CC 96 96 B 3.2 13 238 1374 560 144 622 124 210 198 107 371 581 140 268 288 83 268 38 LT 133 79																													
FAMOUS CLASSIC TALES(S) 162 A 6.0 24 447 1691 374^ 210^ 374^ 215^ 281^ 170^ 12^ 48^ 404^ 196^ 404^ 362^ LT LT 168^ 102^ 745 525^																													
2 SAT. 1.00P 60 CBS CA 91																													
1.00 - 1.30 A 5.9 24 440 1425 252^ 200^ 252^ 155^ 201^ 46^ LT 51^ 341^ 173^ 341^ 302^ LT LT 177^ 106^ 655 510^																													
1.30 - 2.00 A 6.1 23 454 1936 484^ 216^ 484^ 271^ 355^ 295^ 19^ 38^ 465^ 217^ 465^ 422^ LT LT 157^ 99^ 830 540																													

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
WEEKEND DAYTIME CONT'D																																	
KIDS ARE PEOPLE TOO II						6	120	126	A	3.6	15	268	2257	348^109v	381^239^	336^216^	LT	34v		381^115v	306^246^	34v	61v			279^134^	1216	552					
SUN. 10.30A						30	ABC	CL				1937	382 126	430 258	333 261	LT	64		306 147	260 201	22	33			227 134	974	519						
KIDS ARE PEOPLE TOO III						6	120	122	A	3.7	16	276	2402	623 65v	641 353^	478 204^	87v144^			406^103v	334^278^	LT	58v			397^140^	958	538					
SUN. 11.00A						30	ABC	CL				1939	480 134	508 309	386 240	41	85		334 148	278 196	24	49			231 97	866	492						
KROFFT SUPERSTAR I						6	198	199	A	4.2	17	313	1952	310^102^	387^182^	254^196^	54v 84v			287^181^	216^190^	51v 51v			342^141^	936	665						
SAT. 11.00A						30	NBC	CL				1810	297 95	342 174	235 163	25	76		199 101	137 119	26	35			381 205	888	568						
KROFFT SUPERSTAR II						6	198	199	A	4.6	19	343	1880	353^ 79v	434 259^	338^167^	28v 45v			238^ 84v	142^184^	41v 54v			396 168^	812	554						
SAT. 11.30A						30	NBC	CL				1713	260 44	310 149	210 138	30	76		170 64	100 111	21	26			372 196	861	524						
MEET THE PRESS						4	128	134	A	2.7	13	201	1174	419^110v	513^109v	199^163^	111v300^			502^180^	269^229^	129v218^			84v 35v	75v 59v							
SUN. 12.00N						30	NBC	CC				1231	457 63	532 73	130 131	86	367		535 183	304 238	101 216			67 LT	97	72							
METRIC MARVELS- 9:27AM						6	197	196	A	3.2	14	238	1479	270^ LT	333^ 80v	214^176^	77v 77v			118v 29v	75v 75v	43v 43v			289^193^	739	483^						
SAT. 9.27A						2	NBC	IA				1648	159 19	204 64	138 122	33	33		140 26	81 93	29	29			182 55	1122	802						
METRIC MARVELS-10:27AM						6	205	206	A	5.7	23	425	1828	326 85^	359 163^	234^168^	99^ 99^			192^106^	141^126^	35v 35v			210^128^	1067	716						
SAT. 10.27A						2	NBC	IA				1810	257 72	302 137	202 136	56	80		159 87	107 99	22	22			209 95	1140	736						
METRIC MARVELS-11:57AM						6	198	199	A	4.0	16	298	1953	382^ 84v	500 275^	365^186^	43v 80v			248^ 80v	141^184^	45v 64v			389^161^	816	527						
SAT. 11.57A						2	NBC	IA				1694	262 38	327 151	212 140	45	92		167 66	98 107	20 28			353 197	847	486							
NCAA FOOTBALL PRE GAME						5	218	219	A	5.5	22	410	1534	391 93^	391 190^	261^172^	43v 95^			818 281^	422 428	184^270^			203^ 19v	122^	65v						
1 SAT. 12.30P						14	ABC	SC				1443	300 102	316 114	181 160	39	100		735 290	412 372	107 238			190 60	202	147							
2 SAT. 1.30P						13			B	5.9	24	440																					
NCAA FOOTBALL GAME						6	218	221	A	10.2	37	760	1442	326 116^	343 129^	212 182	43^105^			857 292	442 440	169 309			123^ 32v	119^	85^						
1 SAT. 12.45P						185	ABC	SE				1473	320 112	339 103	185 178	53	121		862 311	490 475	156 283			133 36	139	101							
2 SAT. 1.45P						186			B	10.1	35	752																					
1.00 - 1.30									A	8.2	32	611	1270	250^105^	250^143^	209^123^	8v 41v			815 315^	481 465	97v211^			95v 25v	110^	53v						
1.30 - 2.00									A	9.6	38	715	1418	297^140^	297^156^	225^149^	14v 72v			868 327^	476 465	104^240^			85v 25v	168^	100^						
2.00 - 2.30									A	10.0	38	745	1479	367 133^	367 161^	257 217	31v 77^			867 308	462 441	177 309			120^ 33v	125^	91^						
2.30 - 3.00									A	10.2	38	760	1442	324 141^	343 150^	227 183	38v 89^			867 273	443 437	186 340			107^ 32v	125^	98^						
3.00 - 3.30									A	10.5	39	782	1393	317 119^	327 111^	202 177	50^106^			845 274	426 411	173 330			135^ 30v	86^	58^						
3.30 - 4.00									A	11.2	39	834	1452	329 85^	335 84^	171 163	64^139^			861 271	411 433	174 335			126^ 24v	120^	95^						
4.00 - 4.30									A	12.6	40	939	1488	332 113^	390 89^	174^195^	67^172^			865 305	436 445	180^316			138^ 44v	105^	83^						
4.30 - 5.00									A	12.4	38	924	1567	342 131^	389 125^	215^216^	50v138^			881 335	476 489	177^293			135^ 49v	162^	126^						
NCAA FOOTBALL POST GAME						5	217	221	A	9.9	34	738	1492	350 125^	370 144^	233 200	47^115^			859 309	452 482	144^280			132^ 42v	131^	89^						
1 SAT. 3.50P						10	ABC	SC				1362	330 121	359 127	227 215	51	104		770 263	430 448	124 251			115 45	118	92							
2 SAT. 4.51P						9			B	8.0	24	596																					
NCAA FOOTBALL GAME-2						2	220		A	10.0	31	745	1517	440 148^	491 227^	370 281^	50v113^			836 274^	421 451	130^287^			68v 25v	122^	81v						
1 SAT. 4.00P						195	ABC	SE				1566	418 142	462 174	297 246	58 138			918 339	547 501	137 276			105 46	81	50							
4.00 - 4.30									B	11.6	35	864	1420	364 95^	392 136^	272^181^	34v120^			852 267^	397 467	121^295^			105^ 32v	71v	44v						
4.30 - 5.00									A	10.2	37	760	1493	471 110^	489 205^	353 255^	39v129^			863 298	441 467	118^300^			62v 12v	79v	62v						
5.00 - 5.30									A	11.3	37	842	1452	418 81^	467 242^	376 267^	42v 91^			822 297	437 418	123^301			55v 37v	108^	60v						
5.30 - 6.00									A	10.0	32	745	1448	410 172^	488 245^	404 312^	45v 84^			801 243^	414 406	127^297^			47v 29v	112^	76v						
6.00 - 6.30									A	9.7	27	723	1534	490 184^	524 234^	393 333^	54v114^			876 261^	443 519	161^259^			21v LT	113^	65v						
6.30 - 7.00									A	9.3	24	693	1750	483 228^	548 282^	392 325^	75v133^			913 308^	444 500	160^303^			81v 21v	208^	154^						
NFL '78-NBC						6	171	158	A	3.7	16	276	1482	494 217^	559 185^	396^409^	40v138^			625 253^	424^358^	83v181^			199^104v	99v	62v						
SUN. 12.30P						30	NBC	SC				1451	414 121	451 146	253 245	55	180		643 297	448 356	84 170			207 59	150	92							

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1978 REPORT

PROGRAM NAME						I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)			
														TOTAL	18-34	WOMEN 18-25-54			55-64	55+	TOTAL	18-34	MEN 18-25-54			55-64	55+	TOTAL FEM.	TOTAL 6-11
WEEKEND DAYTIME CONT'D																													
NFL FOOTBALL GAME 1-NBC						6	197	206	A	7.6	23	566	1643	329	129^	428	127^	262	254	50v124^	838	285	498	480	166^274	162^	74^	215^	157^
SUN. 1.00P 180 NBC SE						79	90	B	9.9	29	738	1563	371	135	408	133	225	208	75 147	888	322	543	494	151 270	144	41	123	96	
1.00 - 1.30								A	7.5	27	559	1551	367	145^	452	144^	286	282	30v128^	845	338	514	465	134^251	116^	36v	138^	80^	
1.30 - 2.00								A	8.7	27	648	1670	329	137^	431	149^	277	260	40v114^	843	316	511	479	168^265	159^	69^	237	140^	
2.00 - 2.30								A	7.4	22	551	1699	358	147^	456	121^	270	243	79^158^	831	242	479	478	188^297	200^109^	212^	152^		
2.30 - 3.00								A	7.1	21	529	1709	315	146^	417	111^	254	247	55v122^	844	251	495	487	183^296	177^105^	271	186^		
3.00 - 3.30								A	7.1	20	529	1677	313	112^	433	122^	268	262	45v116^	844	243	488	480	176^292	171^	76^	229^	214^	
3.30 - 4.00								A	7.8	21	581	1540	276	79^	374	114^	216	233	54^106^	820	301	497	480	153^257	149^	56^	197^	180^	
NFL FOOTBALL GAME 2-NBC						3	215	218	A	17.5	40	1304	1740	436	185	488	174	316	315	52^116	885	316	565	503	146 255	153	41^	214	142
1 SUN. 4.00P 190 NBC SE						99	99	B	17.9	41	1334	1661	433	190	475	162	297	307	57 127	893	324	573	508	136 249	127	44	166	112	
2 SUN. 4.00P 174																													
4.00 - 4.30								A	12.3	32	916	1715	433	182	480	161	277	308	52^119^	865	271	541	505	142 264	153	37^	217	133^	
4.30 - 5.00								A	14.6	36	1088	1693	416	178	464	164	288	303	44^107^	877	303	552	504	144 268	153	36^	199	123	
5.00 - 5.30								A	17.2	41	1281	1661	393	179	443	156	287	284	46^106	894	308	555	505	149 277	145	39^	179	124	
5.30 - 6.00								A	19.3	44	1438	1647	392	164	440	148	295	288	46^101	885	315	560	501	143 257	148	35^	174	108	
6.00 - 6.30								A	20.6	42	1535	1864	479	208	531	209	365	345	50^115	923	351	595	512	150 252	170	47^	240	165	
6.30 - 7.00								A	20.8	41	1550	1841	472	211	541	199	353	343	57^138	904	357	599	516	151 239	146	45^	250	174	
NFL FOOTBALL POST 2-NBC						1	46		A	6.6	12	492	1959	404^158^	503	221^	360^357^	21v 68v	976	427^	721	578	79v161^	269^126v	211^	127v			
2 SUN. 6.54P 6 NBC SC						32		B	6.6	12	492	1959	404 158	503	221	360 357	21 68	976	427	721 578	79 161	269 126	211 127						
SCHOOLHOUSE ROCK-8.26AM						6	183	182	A	4.1	31	305	1767	111^ 23v	141^101v	141^ 79v	LT LT	73v 52v	73v 46v	LT LT	193^ 36v	1360	899						
SAT. 8.26A 3 ABC CA						93	95	B	4.3	32	320	1947	200 94	230 121	191 181	LT LT	165 109	142 93	LT LT	283 88	1269	843							
SCHOOLHOUSE ROCK-9.56AM						6	192	192	A	6.1	26	454	1749	188^ 55v	207^142^	177^125^	21v 21v	140^100^	100^ 81^	LT LT	250^ 72^	1152	696						
SAT. 9.56A 3 ABC CA						99	99	B	6.2	26	462	1839	193 60	228 127	171 132	24 31	121 87	98 53	LT LT	291 107	1199	689							
SCHOOLHOUSE ROCK-11.26AM						6	183	190	A	7.3	29	544	1511	222^ 99^	257 151^	240 187^	17v 17v	251 145^	165^198^	15v 23v	271 173^	732	423						
SAT. 11.26A 3 ABC CA						95	99	B	7.3	28	544	1835	272 157	361 222	306 209	22 33	255 151	200 157	22 33	320 197	899	535							
SCHOOLHOUSE ROCK-11.56AM						6	184	187	A	6.2	28	462	1561	351 122^	351 206^	312 287	LT 20v	343 228^	262^235^	16v 31v	252^147^	615	390						
SAT. 11.56A 3 ABC CA						96	97	B	5.7	26	425	1790	349 127	383 244	331 265	LT 19	299 191	247 183	23 32	321 172	787	506							
SCHOOLHOUSE ROCK-11.55AM						6	127	133	A	2.9	13	216	1708	370^ 37v	588 250^	306^241^	92v222^	393^ 60v	241^194^	33v139v	241^101v	486^	315^						
SUN. 11.55A 4 ABC CA						77	80	B	2.9	12	216	1653	451 207	524 246	345 307	37 141	448 142	316 269	48 118	123 47	558	297							
SCOOPY DOO, WHERE ARE YOU						6	183	182	A	3.7	31	276	1707	123^ 55v	159^123^	159^ 75v	LT LT	61v 44v	61v 39v	LT LT	188^ 43v	1299	863						
SAT. 8.00A 30 ABC CA						93	95	B	3.9	32	291	1939	218 102	268 138	217 206	LT LT	158 107	134 90	LT LT	242 74	1271	866							
SCOOPY'S ALL STARS I						6	183	194	A	5.9	23	440	1739	273^ 87^	285 163^	243^172^	35v 42v	168^ 79^	93^143^	LT LT	229^ 72^	1057	624						
SAT. 10.00A 30 ABC CA						95	99	B	5.7	23	425	1951	246 61	261 138	230 170	17 23	174 107	133 95	16 16	309 149	1207	682							
SCOOPY'S ALL STARS II						6	183	194	A	7.7	30	574	1838	260 84^	288 172^	261 157^	27v 27v	183^ 40v	64^154^	18v 18v	371 146^	996	608						
SAT. 10.30A 30 ABC CA						95	99	B	7.0	27	522	1907	262 65	294 159	258 172	19 19	156 78	103 101	17 17	340 187	1117	656							
SCOOPY'S ALL STARS III						6	183	190	A	8.1	32	603	1541	215 84^	250 147^	235 173^	15v 15v	215 101^	132^174^	15v 18v	298 182^	778	443						
SAT. 11.00A 30 ABC CA						95	99	B	7.6	29	566	1860	278 138	350 203	289 204	25 32	238 132	184 143	20 30	315 188	957	571							
SPACE ACADEMY						6	181	183	A	7.1	29	529	1741	298 85^	390 247	313 186^	LT 77^	291 153^	207^197^	17v 59v	211^112^	849	506						
SAT. 12.00N 30 CBS CI						98	98	B	7.2	29	536	1601	312 134	385 222	273 192	19 81	209 126	161 128	18 38	213 89	794	520							
SPORTSWORLD BOXING SPEC.(S)						156			A	3.6	13	268	1444	295^ 90v	362^150v	249^287^	75v 75v	806^269^	534^594^	190v212v	115v 37v	161v 101v							
1 SAT. 4.00P 90 NBC SE						86																							
CONT'D																													

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1978 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. SHARE % (0.000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
													TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11							
WEEKEND DAYTIME CONT'D																																	
SPORTSWORLD BOXING-CONT'D																																	
		4.00 - 4.30						A	3.1	12	231	1753	419^138v	457^163v	306^336^	121v121v	762^130v	485^554^	208v208v	187v 57v	347^ 143v												
		4.30 - 5.00						A	3.5	13	261	1598	422^115v	460^176v	288^334^	126v126v	789^249^	514^572^	217v217v	164v 42v	185v 185v												
		5.00 - 5.30						A	4.1	13	305	1121	95v 40v	216^121v	180v216^	LT LT	882 400^	607^663^	157v219^	23v 23v	LT LT												
TARZAN AND SUPER SEVEN 1																																	
SAT.		10.30A	30	CBS	CA	99	99	A	8.7	34	648	1690	275 121^	300 178^	246 119^	21v 54^	321 169^	242 184^	29v 56^	189^ 71^	880 478												
								B	9.0	35	671	1721	312 112	353 195	267 207	15 46	291 153	215 159	19 53	205 76	872 499												
TARZAN AND SUPER SEVEN 2																																	
SAT.		11.00A	30	CBS	CA	99	99	A	8.5	35	633	1720	237 88^	272 179^	227 114^	14v 45v	332 194^	255 181^	27v 53^	229 121^	887 457												
								B	9.2	37	685	1743	317 130	384 236	305 218	21 42	273 160	212 143	21 45	225 89	861 470												
TARZAN AND SUPER SEVEN 3																																	
SAT.		11.30A	30	CBS	CA	99	99	A	8.3	34	618	1589	201 82^	261 167^	211 95^	LT 50v	277 154^	216 159^	25v 51^	162^ 91^	889 468												
								B	8.7	35	648	1708	295 118	372 220	292 205	16 50	243 144	195 119	24 45	209 88	884 474												
30 MINUTES																																	
1 SAT.		1.30P	30	CBS	DN	93		A	3.3	12	246	1313	215v LT	215v 64v	138v138v	77v 77v	175v105v	105v LT	25v 70v	305^ 90v	618^ 476^												
								B	4.4	15	328	1637	381 190	447 262	347 221	36 79	253 170	199 115	28 47	297 140	640 402												
WHAT'S NEW, MISTER MAGOO																																	
2 SUN.		9.00A	30	CBS	CA	54	62	A	1.5	8	112	1938^	115v LT	115v 80v	115v115v	LT LT	233v LT	109v109v	LT 124v	705^ LT	885^ 571^												
								B	1.4	10	104	1648	171 LT	172 104	144 143	LT LT	277 115	221 163	LT LT	173 LT	1026 517												
YOGI'S SPACE RACE I																																	
SAT.		8.00A	30	NBC	CA	98	98	A	2.1	19	156	1506	359^301^	429^167v	295^282^	76v 76v	122v LT	122v122v	LT LT	135v 38v	820 519^												
								B	2.2	19	164	1584	205 155	256 118	175 168	38 38	161 68	125 113	LT LT	87 LT	1080 698												
YOGI'S SPACE RACE II																																	
SAT.		8.30A	30	NBC	CA	98	98	A	2.9	17	216	1389	204^177^	292^ 88v	167^135v	69v 69v	111v LT	111v111v	LT LT	120v 28v	866 565^												
								B	3.2	19	238	1475	160 92	224 106	156 132	29 29	118 54	104 98	LT LT	88 LT	1045 708												
YOGI'S SPACE RACE III																																	
SAT.		9.00A	30	NBC	CA	98	98	A	3.4	16	253	1391	264^ 31v	335^ 90v	213^178^	67v 67v	76v LT	52v 52v	24v 24v	234^162^	746 478^												
								B	3.8	18	283	1667	168 25	209 60	137 130	32 32	130 20	83 88	22 22	182 52	1146 845												
YOUNG PEOPLE'S CONCERT(S)																																	
1 SUN.		5.00P	60	CBS	CL	93	165	A	3.6	9	268	1306	447^ 59v	607^ 52v	163v209v	141v398^	568^176v	243^235^	56v291^	49v 49v	82v LT												
		5.00 - 5.30						A	4.2	11	313	1201	415^ 64v	542^ 61v	175v230^	114v312^	562^176v	256^230^	95v264^	61v 61v	36v LT												
		5.30 - 6.00						A	3.0	7	224	1420	491^ 53v	687^ 39v	146v177v	175v510^	558^169v	214v236v	LT 322^	32v 32v	143v LT												

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. OCT. 16, 1978

		TIME																	7:00		7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00																													
W E K 1	TOTAL AUDIENCE (Households (000) & %)																			12,670 17.0																			25,480 34.2																										
	ABC TV																			Welcome Back, Kottar		Pope John Paul II (8:30-9:00PM)(SUS.)																			NFL Monday Night Football "CHICAGO VS. DENVER" (9:00-11:34PM)(1)																								
	AVERAGE AUDIENCE (Households (000) & %)																			10,800 14.5																			14,680 19.7		15.9*																			21.3*		22.8*		20.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																			24 13.6																			33 14.7		24 *																			33 *		35 *		32 *	
W E K 2	TOTAL AUDIENCE (Households (000) & %)																			12,440 16.7		14,160 19.0																			17,660 23.7		19,440 26.1		19,440 26.1																				
	CBS TV																			WKRP in Cincinnati		People		(OP)		M ^o A ^o S ^o H		One Day at a Time		Lou Grant																																			
	AVERAGE AUDIENCE (Households (000) & %)																			11,320 15.2		12,440 16.7				15,790 21.2		17,360 23.3		16,610 22.3																																			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																			24 15.6		26 14.8		17.0		32 20.3		36 22.2		36 22.6		24.0																																	
1	TOTAL AUDIENCE (Households (000) & %)																			28,160 37.8																			21,900 29.4																										
	NBC TV																			Little House On The Prairie		(OP)		NBC Monday Night Movies "HUMAN FEELINGS" (9:30-11:00PM)																																									
	AVERAGE AUDIENCE (Households (000) & %)																			21,530 28.9		25.6*		30.9*		15,120 20.3		20.9*																																					
	SHARE OF AUDIENCE % (Households (000) & %)																			44 22.2		41 *		47 *		45 *		32																																					
W E K 2	TOTAL AUDIENCE (Households (000) & %)																			11,470 15.4		14.8*		16.0*		17,210 23.1		20.2*		25.0*																																			
	ABC TV																			Superstars On Stage at the Ohio State Fair (8:00-9:00PM)		(OP)		NFL Monday Night Football "HOUSTON VS. PITTSBURGH" (9:00-11:33PM)(1)																																									
	AVERAGE AUDIENCE (Households (000) & %)																			11,470 15.4		14.8*		16.0*		17,210 23.1		20.2*		25.0*																																			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																			24 14.5		24 *		25 *		37		30 *		36 *																																			
W E K 2	TOTAL AUDIENCE (Households (000) & %)																			14,380 19.3		13,560 18.2																			19,300 25.9		17,140 23.0		16,390 22.0																				
	CBS TV																			WKRP in Cincinnati		People		(OP)		M ^o A ^o S ^o H		One Day at a Time		Lou Grant																																			
	AVERAGE AUDIENCE (Households (000) & %)																			12,070 16.2		11,850 15.9				17,060 22.9		15,500 20.8		13,560 18.2																																			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																			26 16.4		24 16.0		16.5		34 22.0		30 23.9		30 20.6		21.1																																	
2	TOTAL AUDIENCE (Households (000) & %)																			22,720 30.5																			23,990 32.2																										
	NBC TV																			Little House On The Prairie		(OP)		NBC Monday Night Movies "KATIE: PORTRAIT OF A CENTERFOLD" (9:00-11:00PM)																																									
	AVERAGE AUDIENCE (Households (000) & %)																			18,770 25.2		23.7*		26.6*		16,910 22.7		23.2*		23.0*																																			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																			39 22.6		37 *		40 *		34		34 *		33 *																																			
TV HOUSEHOLDS USING TV WK 1		55.7	56.9	57.6	59.7	62.0	64.1	64.8	65.4	67.1	67.5	65.9	65.2	64.7	63.4	61.7	59.2																																																
(See Def. 1) WK 2		53.4	55.8	58.9	61.9	62.9	64.1	65.8	67.2	67.7	68.7	68.6	68.8	66.5	65.5	64.2	60.6																																																

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. OCT. 17, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00				
W	TOTAL AUDIENCE (Households (000) & %)						21,230 28.5	19,820 26.6		20,120 27.0		16,240 21.8		14,380 19.3								
	ABC TV						Happy Days		Laverne and Shirley		Three's Company		Taxi		(OP)	Starsky & Hutch						
	AVERAGE AUDIENCE (Households (000) & %)						18,030 24.2	18,100 24.3		18,550 24.9		14,680 19.7		11,550 15.5								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						37 22.4	35 26.0		35 24.1		28 24.8		20.0 19.4		24 15.9		25 * 16.0 16.0 15.8 14.4				
E	TOTAL AUDIENCE (Households (000) & %)						11,920 16.0						16,090 21.6									
	CBS TV						Paper Chase					(OP)	CBS Tuesday Night Movies									
	AVERAGE AUDIENCE (Households (000) & %)						9,010 12.1	11.7*		12.4*		9,390 12.6		11.7*		13.2*		12.9* 12.6*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						18 11.7	18 *		18 *		19 11.8		17 *		19 *		20 * 20 *				
K	TOTAL AUDIENCE (Households (000) & %)						16,840 22.6	39,260 52.7														
	NBC TV											World Series Game #6 "NEW YORK YANKEES VS. LOS ANGELES" (8:15-11:24PM)(2)										
	AVERAGE AUDIENCE (Households (000) & %)						15,940 21.4	26,750 35.9		31.6*		35.8*		38.7*		39.8*		39.1*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						23,240 31.2	22,570 30.3		24,140 32.4		21,460 28.8		17,060 22.9		13,560 18.2		18.8*				
1	TOTAL AUDIENCE (Households (000) & %)																					
	ABC TV						Happy Days					Laverne and Shirley		Three's Company		Taxi		(OP)	Carter's Address on the Economy (10:00-10:30PM)(SUS.)		Starsky & Hutch (10:30-11:30PM)(2)	
	AVERAGE AUDIENCE (Households (000) & %)						20,710 27.8	21,460 28.8		22,420 30.1		19,740 26.5		13,560 18.2								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						44 26.6	43 29.1		45 28.5		40 29.1		33 26.6		33 18.7		33 *				
W	TOTAL AUDIENCE (Households (000) & %)						21,980 29.5															
	CBS TV						CBS Tuesday Night Movies "PAPILLON" (8:00-10:00PM)(10:29-11:29PM)(R)(2) (OP)												CBS News Special Report (10:00-10:30PM) (SUS.)		CBS Tuesday Night Movies (10:30-11:30PM) (2)	
	AVERAGE AUDIENCE (Households (000) & %)						12,140 16.3	14.1*		16.4*		17.1*		18.2*		16.4*						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						26 13.9	22 *		25 *		25 *		27 *		28 *						
E	TOTAL AUDIENCE (Households (000) & %)						13,930 18.7						20,040 26.9									
	NBC TV						Grandpa Goes to Washington					(OP)	Big Event "DONNER PASS: THE ROAD TO SURVIVAL" (9:00-9:30PM)(10:30-11:32PM)(2)					Carter's Address on the Economy (7:56-10:30PM)(SUS.)		Big Event "DONNER PASS: THE ROAD TO SURVIVAL" (9:00-9:58PM) (10:30-11:32PM)(2)		
	AVERAGE AUDIENCE (Households (000) & %)						10,950 14.7	14.1*		15.2*		16.5*		17.4*		16.7*						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						23 14.0	22 *		23 *		27		24 *		26 *		29 *				
K	TOTAL AUDIENCE (Households (000) & %)						10,950 14.7	14.1*		15.2*		16.5*		17.4*		16.7*						
	ABC TV																					
	AVERAGE AUDIENCE (Households (000) & %)						14.7 23	14.1*		15.2*		16.5*		17.4*		16.7*						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						14.0 14.2	14.2		15.2		15.8		17.4		17.5		16.9				
2	TOTAL AUDIENCE (Households (000) & %)						10,950 14.7	14.1*		15.2*		16.5*		17.4*		16.7*						
	ABC TV																					
	AVERAGE AUDIENCE (Households (000) & %)						14.7 23	14.1*		15.2*		16.5*		17.4*		16.7*						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						14.0 14.2	14.2		15.2		15.8		17.4		17.5		16.9				
TV HOUSEHOLDS USING TV		WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2			
(See Def. 1)		54.0	55.0	54.0	55.0	54.0	55.0	54.0	55.0	54.0	55.0	54.0	55.0	54.0	55.0	54.0	55.0	54.0	55.0			

A-6

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. OCT. 18, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00				
W E K 1	TOTAL AUDIENCE (Households (000) & %)						20,040 26.9						24,590 33.0						20,340 27.3			
	ABC TV						Eight Is Enough					Charlie's Angels					(OP)			Vegas		
	AVERAGE AUDIENCE (Households (000) & %)						16,240 21.8	19.6*			24.0*	27.1	27.0*			27.3*	16,610 22.3	22.9*			21.8*	
	SHARE OF AUDIENCE %						36	33 *			38 *	43	43 *			43 *	39	39 *			39 *	
	AVG. AUD. BY ¼ HR. %						18.6	20.6	23.4	24.5	26.4	27.5	27.3	27.3	23.5	22.3	22.2	21.4				
W E K 2	TOTAL AUDIENCE (Households (000) & %)						14,230 19.1	11,620 15.6		19,220 25.8												
	CBS TV						The Jeffersons		In the Beginning (OP)		CBS Wednesday Night Movie "McINTOCK" (9:00-11:30PM) (R)											
	AVERAGE AUDIENCE (Households (000) & %)						12,370 16.6	10,500 14.1		11,180 15.0		12.8*			14.2*			15.5*	16.0*			
	SHARE OF AUDIENCE %						28	22		26		20 *			23 *			26 *	29 *			
	AVG. AUD. BY ¼ HR. %						16.0	17.2	14.0	14.2	12.3	13.4	14.2	14.3	15.2	15.8	15.8	16.2				
W E K 3	TOTAL AUDIENCE (Households (000) & %)						22,050 29.6													(P)		
	NBC TV						Wednesday Movie of the Week "LITTLE BIG MAN" (8:00-10:47PM) (R) (OP)															
	AVERAGE AUDIENCE (Households (000) & %)						12,370 16.6	15.6*			17.3*			18.4*			17.1*			15.7*		
	SHARE OF AUDIENCE %						27	26 *			28 *			29 *			27 *			27 *		
	AVG. AUD. BY ¼ HR. %						23.8	26 *			24.5			24.5			19.9					
W E K 4	ABC TV						Eight Is Enough					Charlie's Angels					(OP)			Vegas		
	AVERAGE AUDIENCE (Households (000) & %)						13,930 18.7	17.7*			19.7*	20.0	20.0*			20.0*	12,590 16.9	17.4*			16.4*	
	SHARE OF AUDIENCE %						30	29 *			31 *	31	32 *			31 *	29	29 *			29 *	
	AVG. AUD. BY ¼ HR. %						17.0	18.3	19.9	19.6	20.1	19.9	19.9	20.1	17.4	17.5	16.9	16.0				
	W E K 5	TOTAL AUDIENCE (Households (000) & %)						19,220 25.8	17,950 24.1		24,730 33.2											
CBS TV							Bugs Bunny Howl-Oween Special (8:55-10:00PM) (R)		Fat Albert Halloween Special (8:30-9:30PM) (R)		(OP)		The Grass is Always Greener Over the Septic Tank (9:00-10:00PM)									
AVERAGE AUDIENCE (Households (000) & %)							17,060 22.9	16,760 22.5		17,810 23.9		24.5*			24.7*			23.5*	22.8*			
SHARE OF AUDIENCE %							37	36		39		39 *			38 *			39 *	40 *			
AVG. AUD. BY ¼ HR. %							22.2	23.5	22.2	22.7	24.2	24.8	25.1	24.3	23.6	23.4	23.2	22.4				
W E K 6	TOTAL AUDIENCE (Households (000) & %)						13,040 17.5															
	NBC TV						Dick Clark's Live Wednesday (OP)													Wednesday Movie Of The Week "DESPERATE WOMEN" (9:00-11:00PM)		
	AVERAGE AUDIENCE (Households (000) & %)						9,980 13.4	13.2*			13.7*	14.9	13.6*			15.3*			15.3*	15.3*		
	SHARE OF AUDIENCE %						22	21 *			22 *	24	21 *			24 *			26 *	27 *		
	AVG. AUD. BY ¼ HR. %						13.1	13.3	13.7	13.7	13.2	14.0	15.1	15.4	15.3	15.3	15.5	15.2				
TV HOUSEHOLDS USING TV WK 1		50.9	53.2	54.4	55.6	57.8	60.2	62.3	63.3	62.1	63.4	63.3	62.5	59.7	58.3	57.3	53.4					
(See Def. 1) WK 2		53.9	56.1	57.9	59.2	60.9	62.5	62.5	62.9	62.8	64.1	64.5	63.9	60.6	59.2	58.6	56.3					
		* Half-hour ratings (for immediately preceding and subject quarter-hours).																				
		(R) Repeat, see page B.																				
		(OP) See Other Programs Section: Page A-36																				

A-7

(1) FOR REMAINING RATINGS, L. OF PAGES.
(2) PROMO FILL, NBC, (10:47-11:00PM) (SUS.).

EVE. WED. OCT. 25, 1978

Programs Section: Page A-36
EVE. THU. OCT. 26, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. OCT. 20, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00																	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					17,810 23.9						19,890 26.7																							
	ABC TV																																		
	AVERAGE AUDIENCE (Households (000) & %)					13,630 18.3			17.7* 34			12,520 16.8			18.4* 32 *			16.8* 29 *			16.3* 30 *		15.7* 30												
	SHARE OF AUDIENCE %					34			34 *			30			32 *			29 *			30 *		30												
	AVG. AUD. BY 1/4 HR. %					17.6			17.8			18.8			19.0			18.8			16.9			16.7		16.8		15.8		15.6		15.7			
	TOTAL AUDIENCE (Households (000) & %)					16,910 22.7						16,910 22.7						14,010 18.8																	
	CBS TV																																		
	AVERAGE AUDIENCE (Households (000) & %)					12,810 17.2			16.1*			14,010 18.8			18.4*			19.2* 33 *			10,800 14.5			14.6*		28 *		14.5*		28 *					
	SHARE OF AUDIENCE %					32			31 *			33 *			32 *			33 *			27			27 *		28 *		28 *							
	AVG. AUD. BY 1/4 HR. %					15.3			17.0			18.1			18.3			17.9			18.9			19.3			19.0		14.8		14.4		14.5		14.5
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					9,760 13.1						13,560 18.2						15,420 20.7																	
	NBC TV																																		
	AVERAGE AUDIENCE (Households (000) & %)					7,300 9.8			9.3*			11,770 15.8			15.2*			12,590 16.9			17.0*			16.8*		32 *		16.8*		32 *					
	SHARE OF AUDIENCE %					18			18 *			28			27 *			29 *			32			32 *		32 *		32 *							
	AVG. AUD. BY 1/4 HR. %					25.5			21.6			21.6			21.6			21.6			21.6			21.6			21.6			21.6			21.6		
	TOTAL AUDIENCE (Households (000) & %)					18,850 25.3						17,810 23.9						14,970 20.1																	
	CBS TV																																		
	AVERAGE AUDIENCE (Households (000) & %)					13,410 18.0			16.8*			15,050 20.2			19.8*			12,220 16.4			16.4*			16.4*		32 *		16.4*		32 *					
	SHARE OF AUDIENCE %					33			31 *			36			36 *			36 *			31			31 *		32 *		32 *							
	AVG. AUD. BY 1/4 HR. %					16.4			17.2			19.5			19.0			19.3			20.3			20.4			20.8		16.4		16.4		16.8		16.1
WEEK 3	TOTAL AUDIENCE (Households (000) & %)					9,830 13.2						14,680 19.7						14,080 18.9																	
	NBC TV																																		
	AVERAGE AUDIENCE (Households (000) & %)					7,970 10.7			10.7			12,440 16.7			15.7*			11,470 15.4			15.3*			15.5*		30 *		15.5*		30 *					
	SHARE OF AUDIENCE %					20			20			30			29 *			31 *			29 *			29 *		30 *		30 *							
	AVG. AUD. BY 1/4 HR. %					10.8			10.7			14.9			16.4			17.9			17.6			15.1			15.6		15.3		15.3				
	TOTAL AUDIENCE (Households (000) & %)					18,850 25.3						17,810 23.9						14,970 20.1																	
	CBS TV																																		
	AVERAGE AUDIENCE (Households (000) & %)					13,410 18.0			16.8*			15,050 20.2			19.8*			12,220 16.4			16.4*			16.4*		32 *		16.4*		32 *					
	SHARE OF AUDIENCE %					33			31 *			36			36 *			36 *			31			31 *		32 *		32 *							
	AVG. AUD. BY 1/4 HR. %					16.4			17.2			19.5			19.0			19.3			20.3			20.4			20.8		16.4		16.4		16.8		16.1
WEEK 4	TOTAL AUDIENCE (Households (000) & %)					9,830 13.2						14,680 19.7						14,080 18.9																	
	NBC TV																																		
	AVERAGE AUDIENCE (Households (000) & %)					7,970 10.7			10.7			12,440 16.7			15.7*			11,470 15.4			15.3*			15.5*		30 *		15.5*		30 *					
	SHARE OF AUDIENCE %					20			20			30			29 *			31 *			29 *			29 *		30 *		30 *							
	AVG. AUD. BY 1/4 HR. %					10.8			10.7			14.9			16.4			17.9			17.6			15.1			15.6		15.3		15.3				
	TOTAL AUDIENCE (Households (000) & %)					18,850 25.3						17,810 23.9						14,970 20.1																	
	CBS TV																																		
	AVERAGE AUDIENCE (Households (000) & %)					13,410 18.0			16.8*			15,050 20.2			19.8*			12,220 16.4			16.4*			16.4*		32 *		16.4*		32 *					
	SHARE OF AUDIENCE %					33			31 *			36			36 *			36 *			31			31 *		32 *		32 *							
	AVG. AUD. BY 1/4 HR. %					16.4			17.2			19.5			19.0			19.3			20.3			20.4			20.8		16.4		16.4		16.8		16.1
WEEK 5	TOTAL AUDIENCE (Households (000) & %)					9,830 13.2						14,680 19.7						14,080 18.9																	
	NBC TV																																		
	AVERAGE AUDIENCE (Households (000) & %)					7,970 10.7			10.7			12,440 16.7			15.7*			11,470 15.4			15.3*			15.5*		30 *		15.5*		30 *					
	SHARE OF AUDIENCE %					20			20			30			29 *			31 *			29 *			29 *		30 *		30 *							
	AVG. AUD. BY 1/4 HR. %					10.8			10.7			14.9			16.4			17.9			17.6			15.1			15.6		15.3		15.3				
	TOTAL AUDIENCE (Households (000) & %)					18,850 25.3						17,810 23.9						14,970 20.1																	
	CBS TV																																		
	AVERAGE AUDIENCE (Households (000) & %)					13,410 18.0			16.8*			15,050 20.2			19.8*			12,220 16.4			16.4*			16.4*		32 *		16.4*		32 *					
	SHARE OF AUDIENCE %					33			31 *			36			36 *			36 *			31			31 *		32 *		32 *							
	AVG. AUD. BY 1/4 HR. %					16.4			17.2			19.5			19.0			19.3			20.3			20.4			20.8		16.4		16.4		16.8		16.1
WEEK 6	TOTAL AUDIENCE (Households (000) & %)					9,830 13.2						14,680 19.7						14,080 18.9																	
	NBC TV																																		
	AVERAGE AUDIENCE (Households (000) & %)					7,970 10.7			10.7			12,440 16.7			15.7*			11,470 15.4			15.3*			15.5*		30 *		15.5*		30 *					
	SHARE OF AUDIENCE %					20			20			30			29 *			31 *			29 *			29 *		30 *		30 *							
	AVG. AUD. BY 1/4 HR. %					10.8			10.7			14.9			16.4			17.9			17.6			15.1			15.6		15.3		15.3				
	TOTAL AUDIENCE (Households (000) & %)					18,850 25.3						17,810 23.9						14,970 20.1																	
	CBS TV																																		
	AVERAGE AUDIENCE (Households (000) & %)					13,410 18.0			16.8*			15,050 20.2			19.8*			12,220 16.4			16.4*			16.4*		32 *		16.4*		32 *					
	SHARE OF AUDIENCE %					33			31 *			36			36 *			36 *			31			31 *		32 *		32 *							
	AVG. AUD. BY 1/4 HR. %					16.4			17.2			19.5			19.0			19.3			20.3			20.4			20.8		16.4		16.4		16.8		16.1
WEEK 7	TOTAL AUDIENCE (Households (000) & %)					9,830 13.2						14,680 19.7						14,080 18.9																	
	NBC TV																																		
	AVERAGE AUDIENCE (Households (000) & %)					7,970 10.7			10.7			12,440 16.7			15.7*			11,470 15.4			15.3*			15.5*		30 *		15.5*		30 *					
	SHARE OF AUDIENCE %					20			20			30			29 *			31 *			29 *			29 *		30 *		30 *							
	AVG. AUD. BY 1/4 HR. %					10.8			10.7			14.9			16.4			17.9			17.6			15.1			15.6		15.3		15.3				
	TOTAL AUDIENCE (Households (000) & %)					18,850 25.3						17,810 23.9						14,970 20.1																	
	CBS TV																																		
	AVERAGE AUDIENCE (Households (000) & %)					13,410 18.0			16.8*			15,050 20.2			19.8*			12,220 16.4			16.4*			16.4*		32 *		16.4*		32 *					
	SHARE OF AUDIENCE %					33			31 *			36			36 *			36 *			31			31 *		32 *		32 *							
	AVG. AUD. BY 1/4 HR. %					16.4			17.2			19.5			19.0			19.3			20.3			20.4			20.8		16.4		16.4		16.8		16.1
WEEK 8	TOTAL AUDIENCE (Households (000) & %)					9,830 13.2						14,680 19.7						14,080 18.9																	
	NBC TV																																		
	AVERAGE AUDIENCE (Households (000) & %)					7,970 10.7			10.7			12,440 16.7			15.7*			11,470 15.4			15.3*			15.5*		30 *		15.5*		30 *					
	SHARE OF AUDIENCE %					20			20			30			29 *			31 *			29 *			29 *		30 *		30 *							
	AVG. AUD. BY 1/4 HR. %					10.8			10.7			14.9			16.4			17.9			17.6			15.1			15.6		15.3		15.3				
	TOTAL AUDIENCE (Households (000) & %)					18,850 25.3						17,810 23.9						14,970 20.1																	
	CBS TV																																		
	AVERAGE AUDIENCE (Households (000) & %)					13,410 18.0			16.8*			15,050 20.2			19.8*			12,220 16.4			16.4*			16.4*		32 *		16.4*		32 *					
	SHARE OF AUDIENCE %					33			31 *			36			36 *			36 *			31			31 *		32 *		32 *							
	AVG. AUD. BY 1/4 HR. %					16.4			17.2			19.5			19.0			19.3			20.3			20.4			20.8		16.4		16.4		16.8		16.1
WEEK 9	TOTAL AUDIENCE (Households (000) & %)					9,830 13.2						14,680 19.7						14,080 18.9																	
	NBC TV																																		
	AVERAGE AUDIENCE (Households (000) & %)					7,970 10.7			10.7			12,440 16.7			15.7*			11,470 15.4			15.3*			15.5*		30 *		15.5*		30 *					
	SHARE OF AUDIENCE %					20			20			30			29 *			31 *			29 *			29 *		30 *		30 *							
	AVG. AUD. BY 1/4 HR. %					10.8			10.7			14.9			16.4			17.9			17.6			15.1			15.6		15.3		15.3				
	TOTAL AUDIENCE (Households (000) & %)					18,850 25.3						17,810 23.9						14,970 20.1																	
	CBS TV																																		
	AVERAGE AUDIENCE (Households (000) & %)					13,410 18.0			16.8*			15,050 20.2			19.8*			12,220 16.4			16.4*			16.4*		32 *		16.4*		32 *					
	SHARE OF AUDIENCE %					33			31 *			36			36 *			36 *			31			31 *		32 *		32 *							
	AVG. AUD. BY 1/4 HR. %					16.4			17.2			19.5			19.0			19.3			20.3			20.4			20.8		16.4		16.4		16.8		16.1
WEEK 10	TOTAL AUDIENCE (Households (000) & %)					9,830 13.2						14,680 19.7						14,080 18.9																	
	NBC TV																																		
	AVERAGE AUDIENCE (Households (000) & %)					7,970 10.7			10.7			12,440 16.7			15.7*			11,470 15.4			15.3*			15.5*		30 *		15.5*		30 *					
	SHARE OF AUDIENCE %					20			20			30			29 *			31 *			29 *			29 *		30 *		30 *							
	AVG. AUD. BY 1/4 HR. %					10.8			10.7			14.9			16.4			17.9			17.6			15.1			15.6		15.3		15.3				
	TOTAL AUDIENCE (Households (000) & %)					18,850 25.3						17,810 23.9						14,970 20.1																	
	CBS TV																																		
	AVERAGE AUDIENCE (Households (000) & %)					13,410 18.0			16.8*			15,050 20.2			19.8*			12,220 16.4			16.4*			16.4*		32 *		16.4*		32 *					
	SHARE OF AUDIENCE %					33			31 *			36			36 *			36 *			31			31 *		32 *		32 *							
	AVG. AUD. BY 1/4 HR. %					16.4			17.2			19.5			19.0			19.3			20.3			20.4			20.8		16.4		16.4		16.8		16.1
WEEK 11	TOTAL AUDIENCE (Households (000) & %)					9,830 13.2						14,680 19.7						14,080 18.9																	
	NBC TV																																		
	AVERAGE AUDIENCE (Households (000) & %)					7,970 10.7			10.7			12,440 16.7			15.7*			11,470 15.4			15.3*			15.5*		30 *		15.5*		30 *					
	SHARE OF AUDIENCE %																																		

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. OCT. 21, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00		
W E K 1	TOTAL AUDIENCE (Households (000) & %)						12,070 16.2	11,850 15.9		16,020 21.5				16,320 21.9						
	ABC TV	(1) →					Welcome Back, Kotter	Carter Country		← Love Boat				(OP)	→ Fantasy Island					
	AVERAGE AUDIENCE (Households (000) & %)						10,580 14.2	10,880 14.6		13,780 18.5				13,710 18.4		18.4*		18.4*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						28 14.0	27 14.4		34 17.4				35 18.6		36 18.4		37 18.5		
W E K 2	TOTAL AUDIENCE (Households (000) & %)						11,850 15.9	10,580 14.2		9,240 12.4				13,480 18.1						
	CBS TV						Rhoda	Good Times (OP)		← American Girls				→ Dallas						
	AVERAGE AUDIENCE (Households (000) & %)						10,210 13.7	9,390 12.6		6,930 9.3				11,250 15.1		14.8*		15.4*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						27 13.7	24 13.6		17 9.7				17 9.7		30 14.4		29 15.1		
W E K 3	TOTAL AUDIENCE (Households (000) & %)						18,850 25.3	19,220 25.8				12,740 17.1								
	NBC TV						← Chips					(OP)	Rescue from Gilligan's Island Part 2 (9:00-10:00PM)			→ Sword of Justice				
	AVERAGE AUDIENCE (Households (000) & %)						15,050 20.2	18.8*	21.6*		21.5		21.4*		9,910 13.3		13.7*		12.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						39 18.0	37 *	41 *		40		40 *		26 14.1		27 *		26 *	
W E K 4	TOTAL AUDIENCE (Households (000) & %)						13,190 17.7	16,020 21.5		19,820 26.6				20,790 27.9						
	ABC TV						Welcome Back, Kotter	Carter Country		← Love Boat				(OP)	→ Fantasy Island					
	AVERAGE AUDIENCE (Households (000) & %)						11,320 15.2	14,080 18.9		16,690 22.4				16,020 21.5		20.2*		22.8*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						29 14.5	35 16.0		40 19.8				41 23.2		40 20.5		37 22.2		
W E K 5	TOTAL AUDIENCE (Households (000) & %)						11,100 14.9	18,330 24.6												
	CBS TV						Rhoda	(OP)					Cahill, U.S. Marshal (8:30-10:30PM)			CBS News Special Report (10:30-11:00PM) (SUS.)				
	AVERAGE AUDIENCE (Households (000) & %)						9,610 12.9	10,500 14.1		12.3*		13.8*		14.1*		16.3*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						25 12.8	26 13.0		23 *		25 *		25 *		30 *				
W E K 6	TOTAL AUDIENCE (Households (000) & %)						19,890 26.7						12,220 16.4							
	NBC TV						← NBC Saturday Night Movie "KISS MEETS THE PHANTOM" (8:00-10:00PM) (OP)					→ Sword of Justice								
	AVERAGE AUDIENCE (Households (000) & %)						11,550 15.5	16.2*		16.2*		14.9*		8,870 11.9		10.7*		13.1*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						28 16.0	31 *		30 *		27 *		26 *		20 *		25 *		
TV HOUSEHOLDS USING TV		WK 1	44.1	46.1	48.2	50.8	51.0	51.5	52.7	53.6	53.6	54.0	54.0	54.5	51.4	51.0	50.5	49.5		
(See Def. 1)		WK 2	47.1	47.2	48.3	49.8	51.3	52.9	52.8	54.0	55.4	56.8	56.4	56.7	54.6	54.5	52.3	51.8		
U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hour)																				
(1) "NCAA FOOTBALL GAME-2", ABC, (4:00-7:15PM)																				
(2) "Beverly Hills Cop", NBC, (8:00-9:00PM)																				

U.S. TV Households: 74,500,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

EVE. SAT. OCT. 28, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. OCT. 22, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	12,810 17.2				19,370 26.0				23,620 31.7								
AVERAGE AUDIENCE (Households (000) & %)	9,610				15,790				15,940								
SHARE OF AUDIENCE %	12.9	11.3*		14.4*	21.2	20.0*			22.3*	21.4	20.1*		21.2*		22.3*	21.9*	
AVG. AUD. BY 1/4 HR. %	22	20 *		24 *	32	30 *			33 *	33	29 *		31 *		34 *	35 *	
PROGRAMS	Hardy Boys Mysteries Battlestar: Galactica (OP) ABC Sunday Night Movie "FINAL CHAPTER-WALKING TALL" (9:00-11:15PM)																
K																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	23,100 31.0				22,420 30.1		19,740 26.5		25,780 34.6								
AVERAGE AUDIENCE (Households (000) & %)	18,400				19,300		18,700		19,440								
SHARE OF AUDIENCE %	24.7	22.7*		26.7*	25.9	25.1			26.1	25.1*			25.0*		26.6*	27.4*	
AVG. AUD. BY 1/4 HR. %	42	40 *		44 *	39	37			39	37 *			36 *		41 *	44 *	
PROGRAMS	60 Minutes All In The Family Alice (OP) Like Mom, Like Me (9:00-11:00PM)																
1																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	19,440 26.1				22,280 29.9								12,520 16.8				
AVERAGE AUDIENCE (Households (000) & %)	12,440				14,010								9,090				
SHARE OF AUDIENCE %	16.7	14.8*		16.2*	18.8	16.3*			18.1*	19.8*			20.1*	12.2	12.3*	11.9*	
AVG. AUD. BY 1/4 HR. %	28	26 *		27 *	28	25 *			27 *	29 *			29 *	20	19 *	19 *	
PROGRAMS	(1) Wonderful World of Disney "NOW YOU SEE HIM, NOW YOU DON'T" Pt. II (7:10-8:10PM)(R)(2) Big Event "HAWAII 10TH ANNIVERSARY CELEBRATION" (8:10-10:10PM)(2) (OP) Lifeline (10:10-11:10PM)																
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	14,830 19.9				20,190 27.1				23,620 31.7								
AVERAGE AUDIENCE (Households (000) & %)	10,800				17,060				16,840								
SHARE OF AUDIENCE %	14.5	13.1*		15.9*	22.9	22.5*			23.3*	22.6	22.6*		23.0*		23.1*	21.5*	
AVG. AUD. BY 1/4 HR. %	24	22 *		25 *	34	34 *			34 *	36	34 *		35 *		39 *	39 *	
PROGRAMS	Hardy Boys Mysteries (3) Battlestar: Galactica (OP) ABC Sunday Night Movie "CRASH" (9:00-11:00PM)																
K																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	22,650 30.4				19,150 25.7		18,250 24.5		15,870 21.3				15,350 20.6				
AVERAGE AUDIENCE (Households (000) & %)	18,550				17,210		16,840		12,440				12,960				
SHARE OF AUDIENCE %	24.9	24.0*		25.8*	23.1	22.6			16.7	17.3*			17.4		17.4*	17.3*	
AVG. AUD. BY 1/4 HR. %	40	40 *		41 *	35	33			25	26 *			30		29 *	31 *	
PROGRAMS	60 Minutes All In The Family Alice (OP) Kaz Dallas																
2																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	9,460 12.7				22,720 30.5								13,560 18.2				
AVERAGE AUDIENCE (Households (000) & %)	7,380				16,090								10,730				
SHARE OF AUDIENCE %	9.9	9.6*		10.2*	21.6	19.5*			20.4*	23.4*			23.1*	14.4	15.0*	13.7*	
AVG. AUD. BY 1/4 HR. %	16	16 *		16 *	32	29 *			30 *	35 *			35 *	25	25 *	25 *	
PROGRAMS	Wonderful World of Disney "THE GNOME-MOBILE" Pt. I (8) Centennial (OP) Lifeline																
TV HOUSEHOLDS USING TV																	
(See Def. 1)	55.2	57.5	59.8	61.8	64.8	66.6	67.4	68.2	67.5	68.9	69.1	68.3	66.6	63.6	62.9	62.6	
WK 1	58.6	61.0	63.3	64.0	65.5	67.5	68.1	68.4	66.8	67.0	66.7	65.2	60.0	58.6	57.3	54.3	
WK 2																	

U.S. TV Households: 74,500,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

A-15

VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.

(1) "NFL FOOTBALL GAME 2-NBC", (4:00-7:10PM), FOR REMAINING RATINGS, SEE OF PAGE 5.

(2) FOR REMAINING RATINGS, SEE OF PAGE 5.

(3) "ABC MINUTE MAGAZINE", ABC, (7:58-8:00PM)(SUS.).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. SUN. OCT. 29, 1978

SUN. 11:00 P.M.—12:45 A.M.

MON.-FRI. 11:30 P.M.—1:45 A.M.

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			4,170 5.6															
		AVERAGE AUDIENCE (Households (000) & %)			4,020 5.4															
		SHARE OF AUDIENCE %			14															
		AVG. AUD. BY ¼ HR. %			5.5	4.9														
1	CBS TV	TOTAL AUDIENCE (Households (000) & %)	5,810 7.8							6,780 9.1										
		AVERAGE AUDIENCE (Households (000) & %)	5,590 7.5							4,770 6.4										
		SHARE OF AUDIENCE %	14							25	7.7*				6.1*		6.0*			
		AVG. AUD. BY ¼ HR. %	7.5							7.9	7.6		6.2		6.0		5.9		34 *	5.6
2	NBC TV	TOTAL AUDIENCE (Households (000) & %)			3,650 4.9					9,090 12.2							2,310 3.1			
		AVERAGE AUDIENCE (Households (000) & %)			1,490 2.0	2.9*	2.1*			4,990 6.7	9.7*				6.8*		4.5*	1,710 2.3	2.9*	
		SHARE OF AUDIENCE %			11	10 *	10 *			27	29 *				27 *		25 *	19	20 *	
		AVG. AUD. BY ¼ HR. %	12.9		3.1	2.9	2.2	2.0	1.9	10.7	9.0		7.4		6.2		4.2	3.1	2.6	2.2
W E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)	4,920 6.6																	
		AVERAGE AUDIENCE (Households (000) & %)	4,920 6.6																	
		SHARE OF AUDIENCE %	16																	
		AVG. AUD. BY ¼ HR. %	6.6																	
2	CBS TV	TOTAL AUDIENCE (Households (000) & %)	5,360 7.2							7,300 9.8										
		AVERAGE AUDIENCE (Households (000) & %)	5,220 7.0							5,070 6.8										
		SHARE OF AUDIENCE %	17							26	8.3*				6.5*		5.0*			
		AVG. AUD. BY ¼ HR. %	7.0							8.6	8.0		6.6		6.3		4.7		4.1	
2	NBC TV	TOTAL AUDIENCE (Households (000) & %)			3,350 4.5					9,090 12.2							2,160 2.9			
		AVERAGE AUDIENCE (Households (000) & %)			1,560 2.1	2.8*		2.2*		4,990 6.7	8.9*				6.7*		4.0*	1,790 2.4	2.7*	
		SHARE OF AUDIENCE %			12	11 *		11 *		26	26 *				26 *		23 *	20	20 *	
		AVG. AUD. BY ¼ HR. %			2.9	2.7	2.5	2.0	1.9	9.6	8.3		7.4		6.0		4.6	2.8	2.6	2.1
TV HOUSEHOLDS USING TV WK 1		54.0	43.0	32.4	25.8	21.4	18.4	16.2	35.7	31.4	26.5	23.9	20.3	18.0	15.9	14.3	12.5			
(See Def. 1)		42.0	35.8	28.3	23.9	21.0	18.9	16.0	36.4	32.3	27.1	23.4	20.1	17.8	15.5	13.9	12.2			
U.S. TV Households: 74,500,000																				

A-17 (1) FOR REMAINING RATINGS, SEE OP PAGES.
(2) FOR INDIVIDUAL DAYS, TIME, AND DURATION, SEE PAGE (ALPHA)

SUN. 11:00 P.M.—12:45 A.M.

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36
MON.-FRI. 11:30 P.M.—1:45 A.M.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 16-20, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W	ABC TV																		
	TOTAL AUDIENCE (Households (000) & %)			2,310 3.1						3,200 4.3									
	AVERAGE AUDIENCE (Households (000) & %)			1,790 2.4						2,680 3.6									
	SHARE OF AUDIENCE %			17						21									
	AVG. AUD. BY 1/4 HR. %			2.4		2.5				3.5		3.7							
E	CBS TV																		
	TOTAL AUDIENCE (Households (000) & %)			2,760 3.7				3,430 4.6						3,650 4.9		4,320 5.8			
	AVERAGE AUDIENCE (Households (000) & %)			1,640 2.2				2,240 3.0						3,130 4.2		3,730 5.0			
	SHARE OF AUDIENCE %			16		2.3*		18		2.7*				25		28			
	AVG. AUD. BY 1/4 HR. %			2.1		2.1		2.5		2.8		3.2		4.0		4.4		5.2	
K	NBC TV																		
	TOTAL AUDIENCE (Households (000) & %)			4,250 5.7						4,620 6.2						3,580 4.8		3,500 4.7	
	AVERAGE AUDIENCE (Households (000) & %)			3,430 4.6						3,730 5.0						3,050 4.1		2,910 3.9	
	SHARE OF AUDIENCE %			29		4.3*		32		5.0				24		22		4.0	
	AVG. AUD. BY 1/4 HR. %			4.6		4.7		5.0		5.0				4.0		4.2		3.9	
1	ABC TV																		
	TOTAL AUDIENCE (Households (000) & %)			2,830 3.8						3,280 4.4									
	AVERAGE AUDIENCE (Households (000) & %)			2,090 2.8						2,680 3.6									
	SHARE OF AUDIENCE %			20		3.0				22									
	AVG. AUD. BY 1/4 HR. %			2.7		3.0				3.6		3.7							
W	CBS TV																		
	TOTAL AUDIENCE (Households (000) & %)			2,310 3.1				3,430 4.6								4,320 5.8		4,320 5.8	
	AVERAGE AUDIENCE (Households (000) & %)			1,340 1.8				2,090 2.8								3,650 4.9		3,730 5.0	
	SHARE OF AUDIENCE %			14		1.8*		17		2.3*				27		27			
	AVG. AUD. BY 1/4 HR. %			2.0		1.8		2.1		2.6		3.1		4.7		5.2		5.1	
E	NBC TV																		
	TOTAL AUDIENCE (Households (000) & %)			4,320 5.8						4,320 5.8						3,580 4.8		3,650 4.9	
	AVERAGE AUDIENCE (Households (000) & %)			3,430 4.6						3,430 4.6									
	SHARE OF AUDIENCE %			30		4.5		30		4.6									
	AVG. AUD. BY 1/4 HR. %			4.7		4.5		4.6		4.7									
TV HOUSEHOLDS USING TV WK 1		6.7	9.1	11.6	12.7	13.8	15.6	15.6	15.5	16.0	16.8	17.0	17.2	17.2	17.3	17.6	17.8		
(See Def. 1) WK 2		7.2	9.2	11.4	12.6	13.5	14.8	15.3	15.3	16.0	17.3	17.7	17.9	18.2	18.6	18.4	18.7		
U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Report on page 2.																			
A-19 (1) "NBC NEWS UPDATE", (SUS.).																			

U.S. TV Households: 74,500,000

A-19

(1) 'NBC NEWS UPDATE', (SUS.).

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY MON.-FRI. OCT. 23-27, 1978

A-21

(OP) See Other Programs Section: Page A-36

DAY MON.-FRI. OCT. 23-27, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 16-20, 1978

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00						
W	ABC TV	TOTAL AUDIENCE (Households (000) & %)	7,380 9.9				4,540 6.1										8,050 10.8								
		General Hospital																		Edge of Night		ABC World News Tonight			
		AVERAGE AUDIENCE (Households (000) & %)	5,740				4,020										6,780								
		SHARE OF AUDIENCE %	7.7		7.4*		7.9*		5.4								9.1								
		AVG. AUD. BY 1/4 HR. %	27		27 *		27 *		19						19		8.7		9.6						
E	CBS TV	TOTAL AUDIENCE (Households (000) & %)			5,890 7.9		3,430 4.6										10,800 14.5								
		Guiding Light																		M*A*S*H		Match Game '78		CBS Evening News with Walter Cronkite	
		AVERAGE AUDIENCE (Households (000) & %)			4,840		2,980										9,310								
		SHARE OF AUDIENCE %			7.5*		6.5		4.0								12.5								
		AVG. AUD. BY 1/4 HR. %	7.4		7.6		6.3		6.7		3.9		4.1		12.3		12.7								
K	NBC TV	TOTAL AUDIENCE (Households (000) & %)	7,230 9.7														9,980 13.4								
		Another World																		NBC Nightly News					
		AVERAGE AUDIENCE (Households (000) & %)	5,360														8,640								
		SHARE OF AUDIENCE %	7.2		6.6*		7.9*										11.6								
		AVG. AUD. BY 1/4 HR. %	26		24 *		27 *								25		11.4		11.7						
W	ABC TV	TOTAL AUDIENCE (Households (000) & %)	8,200 11.0				5,360 7.2										7,820 10.5								
		General Hospital																		Edge of Night		Special (OP)		ABC World News Tonight	
		AVERAGE AUDIENCE (Households (000) & %)	6,260				4,690										6,560								
		SHARE OF AUDIENCE %	8.4		8.2*		8.6*		6.3								8.8								
		AVG. AUD. BY 1/4 HR. %	30		30 *		29 *		20						18		9.3								
E	CBS TV	TOTAL AUDIENCE (Households (000) & %)			6,110 8.2		3,870 5.2										10,800 14.5								
		Guiding Light																		M*A*S*H		Match Game '78		CBS Evening News with Walter Cronkite	
		AVERAGE AUDIENCE (Households (000) & %)			5,070		3,280										9,540								
		SHARE OF AUDIENCE %			6.9*		6.8		4.4								12.8								
		AVG. AUD. BY 1/4 HR. %	6.8		7.0		6.4		7.1		4.2		4.6		12.5		13.0								
K	NBC TV	TOTAL AUDIENCE (Households (000) & %)	6,930 9.3														10,060 13.5								
		Another World																		Special (OP)		NBC Nightly News			
		AVERAGE AUDIENCE (Households (000) & %)	5,290														8,640								
		SHARE OF AUDIENCE %	7.1		6.5*		7.6*										11.6								
		AVG. AUD. BY 1/4 HR. %	25		24 *		26 *								23		11.3		12.0						
TV HOUSEHOLDS USING TV WK 1			26.7	28.1	28.7	30.0	29.4	30.1	30.4	32.1	33.7	35.6	37.4	39.9	43.8	45.9	46.9	48.6							
(See Def. 1) WK 2			26.9	28.9	29.3	30.7	30.8	32.1	32.0	33.4	35.3	37.2	38.5	41.3	44.3	46.5	48.0	50.0							
U.S. TV Households: 74,500,000			* Half-hour ratings (for immediately preceding and subject quarter-hours).																	(R) Report on page 2					
A-23 (1) "NBC NEWS UPDATE" (SUS)																									

U.S. TV Households: 74,500,000

A-23 (1) "NBC NEWS UPDATE", (SUS.), * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36
DAY MON.-FRI. OCT. 23-27, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. OCT. 21, 1978

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						3,430 4.6	5,140 6.9		7,230 9.7		6,850 9.2		4,690 6.3		5,660 7.6				
	ABC TV						Scooby Doo, (OP) Where Are You?		Fangface (OP)		Challenge of the Superfriends I		Challenge of the Superfriends II (OP)		Scooby's All-Stars I		Scooby's All-Stars II			
	AVERAGE AUDIENCE (Households (000) & %)						2,680 3.6	4,170 5.6		6,180 8.3		5,960 8.0		3,730 5.0		4,770 6.4				
	SHARE OF AUDIENCE %						31	31		38		35		21		26				
	AVG. AUD. BY ¼ HR. %						3.1	4.0		5.1		6.1		7.5		5.2		4.7		6.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						3,650 4.9	6,030 8.1		6,260 8.4		7,600 10.2		8,200 11.0		7,080 9.5				
	CBS TV						All New Popeye Hour I (OP)		All New Popeye Hour II (OP)		Bugs Bunny/ Road Runner I (OP)		Bugs Bunny/ Road Runner 2 (OP)		Bugs Bunny/ Road Runner 3 (OP)		Tarzan & the Super Seven I			
	AVERAGE AUDIENCE (Households (000) & %)						2,530 3.4	4,920 6.6		5,220 7.0		6,330 8.5		7,230 9.7		6,110 8.2				
	SHARE OF AUDIENCE %						27	36		32		36		41		34				
	AVG. AUD. BY ¼ HR. %						2.6	4.3		6.2		7.0		8.6		9.8		8.7		7.7
W E E K 3	TOTAL AUDIENCE (Households (000) & %)						2,460 3.3	2,910 3.9		3,280 4.4		3,350 4.5		4,840 6.5		5,070 6.8				
	NBC TV				Land of the Lost (SUS.)		Yogi's Space Racer I		Yogi's Space Racer II		Yogi's Space Racer III (OP)		Godzilla Power Hour I		Godzilla Power Hour II (OP)		Fantastic Four			
	AVERAGE AUDIENCE (Households (000) & %)						1,710 2.3	2,310 3.1		2,680 3.6		2,910 3.9		4,020 5.4		4,020 5.4				
	SHARE OF AUDIENCE %						21	18		17		17		24		23				
	AVG. AUD. BY ¼ HR. %						2.0	2.7		2.9		3.4		4.3		5.4		5.2		5.7
W E E K 4	TOTAL AUDIENCE (Households (000) & %)						3,430 4.6	5,890 7.9		6,930 9.3		7,150 9.6		5,890 7.9		7,820 10.5				
	ABC TV						Scooby Doo, (OP) Where Are You?		Fangface (OP)		Challenge of the Superfriends I		Challenge of the Superfriends II (OP)		Scooby's All-Stars I		Scooby's All-Stars II			
	AVERAGE AUDIENCE (Households (000) & %)						2,760 3.7	4,540 6.1		5,740 7.7		6,110 8.2		5,070 6.8		6,630 8.9				
	SHARE OF AUDIENCE %						30	35		35		34		26		33				
	AVG. AUD. BY ¼ HR. %						3.2	4.2		5.6		6.7		7.7		8.7		9.1		
W E E K 5	TOTAL AUDIENCE (Households (000) & %)						3,500 4.7	5,890 7.9		7,080 9.5		8,270 11.1		9,010 12.1		8,200 11.0				
	CBS TV						All New Popeye Hour I (OP)		All New Popeye Hour II (OP)		Bugs Bunny/ Road Runner I (OP)		Bugs Bunny/ Road Runner 2 (OP)		Bugs Bunny/ Road Runner 3 (OP)		Tarzan & the Super Seven I			
	AVERAGE AUDIENCE (Households (000) & %)						2,830 3.8	4,470 6.0		5,740 7.7		7,000 9.4		7,670 10.3		6,780 9.1				
	SHARE OF AUDIENCE %						29	34		35		37		39		34				
	AVG. AUD. BY ¼ HR. %						3.4	4.3		5.8		6.1		9.7		10.4		9.3		8.8
W E E K 6	TOTAL AUDIENCE (Households (000) & %)						1,710 2.3	2,380 3.2		3,280 4.4		3,650 4.9		5,360 7.2		4,540 6.1				
	NBC TV				Land of the Lost (SUS.)		Yogi's Space Racer I		Yogi's Space Racer II		Yogi's Space Racer III (OP)		Godzilla Power Hour I		Godzilla Power Hour II (OP)		Fantastic Four			
	AVERAGE AUDIENCE (Households (000) & %)						1,340 1.8	2,010 2.7		2,380 3.2		3,200 4.3		4,400 5.9		3,730 5.0				
	SHARE OF AUDIENCE %						16	16		15		18		23		19				
	AVG. AUD. BY ¼ HR. %						1.6	2.0		2.5		2.8		3.9		4.8		5.2		
HOUSEHOLDS USING TV WK 1 (See Def. 1)			3.5	4.2	5.6	8.4	11.2	14.3	17.3	19.7	21.9	22.5	23.0	23.6	23.6	23.6	23.6	23.6	23.9	
WK 2			4.2	5.6	7.0	9.4	11.9	14.2	17.0	18.9	20.7	23.1	24.6	25.6	26.2	27.2	27.0	26.8		
U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hour)																				

U.S. TV Households: 74,500,000

A-25

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SAT. OCT. 28, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. OCT. 21, 1978

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
TOTAL AUDIENCE (Households (000) & %)	6,030 8.1		5,510 7.4		4,840 6.5		3,050 4.1	15,720 21.1									
ABC TV	Scooby's All-Stars III (OP) All New Pink Panther (OP) ABC Weekend Specials "THE RAG TAG CHAMPS" Pt. II (1) NCAA Football Game "VARIOUS TEAMS & TIMES" (12:45-3:53PM) c																
AVERAGE AUDIENCE (Households (000) & %)	5,140 6.9		4,320 5.8		3,730 5.0		3,350 4.5	7,080 9.5				8.2* 32 *	9.6* 38 *		10.1* 39 *	9.9* 37 *	
SHARE OF AUDIENCE %	27		27		18		19	37				32 *	38 *		39 *	37 *	
AVG. AUD. BY 1/4 HR. %	6.9	7.0	5.4	6.2	5.1	5.0	4.5	5.5	7.9	8.5	9.1	10.0	10.6	9.6	9.6	10.2	
TOTAL AUDIENCE (Households (000) & %)	7,820 10.5		7,600 10.2		6,480 8.7		6,410 8.6	4,100 5.5				2,910 3.9					
CBS TV	Tarzan & the Super Seven 2 (OP) Tarzan & the Super Seven 3 (OP) Space Academy (OP) Fat Albert and the Cosby Kids (OP) Ark II (OP) 30 Minutes																
AVERAGE AUDIENCE (Households (000) & %)	6,480 8.7		6,410 8.6		5,660 7.6		5,510 7.4	3,500 4.7				2,460 3.3					
SHARE OF AUDIENCE %	37		36		30		30	18				12					
AVG. AUD. BY 1/4 HR. %	8.6	8.8	8.5	8.6	8.0	7.3	7.4	7.3	4.6	4.8	3.5	3.0					
TOTAL AUDIENCE (Households (000) & %)	4,100 5.5		3,800 5.1		4,250 5.7		5,070 6.8										
NBC TV	Krofft Superstar I Krofft Superstar II (OP) Fabulous Funnies Baggy Pants & the Nitwits																
AVERAGE AUDIENCE (Households (000) & %)	3,350 4.5		3,200 4.3		3,430 4.6		4,170 5.6										
SHARE OF AUDIENCE %	19		18		19		23										
AVG. AUD. BY 1/4 HR. %	4.7	4.4	4.4	4.2	4.3	5.0	5.6	5.6									
TOTAL AUDIENCE (Households (000) & %)	8,420 11.3		5,810 7.8		5,590 7.5		6,330 8.5					5,070 6.8	15,940 21.4				
ABC TV	Scooby's All-Stars III (OP) All New Pink Panther (OP) ABC Weekend Specials "THE 51000 BILL" American Bandstand '78 (2) NCAA Football Game "VARIOUS TEAMS & TIMES" (1:49-5:07PM) d																
AVERAGE AUDIENCE (Households (000) & %)	6,850 9.2		4,840 6.5		4,540 6.1		4,020 5.4					4,920 6.6	8,050 10.8				
SHARE OF AUDIENCE %	37		30		25		22					26	37				
AVG. AUD. BY 1/4 HR. %	9.7	8.7	6.5	6.5	6.0	6.2	5.5	5.4*	21 *	5.4	22 *	26	36 *	9.9*	10.4	10.5	10.4*
TOTAL AUDIENCE (Households (000) & %)	7,670 10.3		6,630 8.9		6,110 8.2		5,960 8.0					6,630 8.9					
CBS TV	Tarzan & the Super Seven 2 (OP) Tarzan & the Super Seven 3 (OP) Space Academy (OP) Fat Albert and the Cosby Kids (OP) Famous Classic Tales "BLACK BEAUTY" (1:00-2:00PM)																
AVERAGE AUDIENCE (Households (000) & %)	6,180 8.3		5,890 7.9		4,840 6.5		5,140 6.9					4,470 6.0					
SHARE OF AUDIENCE %	33		32		27		27					24					
AVG. AUD. BY 1/4 HR. %	8.9	7.8	7.7	8.1	6.7	6.3	6.8	7.1	6.0	5.9*	24 *	6.1*	23 *	6.1*	6.1		
TOTAL AUDIENCE (Households (000) & %)	3,500 4.7		4,400 5.9		4,990 6.7		4,250 5.7										
NBC TV	Krofft Superstar I Krofft Superstar II (OP) Fabulous Funnies Baggy Pants & the Nitwits																
AVERAGE AUDIENCE (Households (000) & %)	2,830 3.8		3,580 4.8		4,020 5.4		3,870 5.2										
SHARE OF AUDIENCE %	15		19		22		21										
AVG. AUD. BY 1/4 HR. %	3.7	3.9	4.7	5.0	5.3	5.6	5.1	5.2									
HOUSEHOLDS USING TV WK 1 (See Def. 1)	23.6	23.7	23.3	24.4	24.9	25.0	25.2	24.9	25.2	26.1	26.2	27.3	27.0	27.2	27.3	27.5	27.5
HOUSEHOLDS USING TV WK 2	25.5	24.3	25.0	25.1	24.3	24.3	25.2	25.3	25.2	25.3	25.4	26.6	26.9	27.5	27.8	27.4	27.4

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).
 A-27 † VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION. (2) "NCAA FOOTBALL PRE GAME", ABC, (1:30-1:43PM).
 (1) "NCAA FOOTBALL PRE GAME", ABC, (12:30-12:44PM).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SAT. OCT. 28, 1978

[illegible]

U.S. TV Households: 74,500,000
VARYING DURATION IS REPORTED IN TERMS
(1) FOR READING RATING, SEE OF PAGES

Half-hour ratings (for immediately preceding and subject quarter-hours).
C1 MAXIMUM COMMON DURATION: 12 "NEAR FOOTBALL POST GAME" ARE

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SAT. OCT. 28, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. OCT. 22, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %) { AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																2,910 3.9 Kids Are People Too I (SUS.) Kids Are People Too II 2,460 3.3 15 3.2 3.4
	CBS TV	TOTAL AUDIENCE (Households (000) & %) { AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																CBS News Special Report (9:00-11:00AM)(SUS.)
	NBC TV	TOTAL AUDIENCE (Households (000) & %) { AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																John Paul II Investiture (10:00-12:00PM)(SUS.)
	ABC TV	TOTAL AUDIENCE (Households (000) & %) { AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																3,200 4.3 Kids Are People Too I (SUS.) Kids Are People Too II 2,910 3.9 16 3.8 4.0
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %) { AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																1,560 2.1 1,790 2.4 What's New, Mister Magoo? (OP) Clue Club (OP) Behold Wondrous Things (SUS.) Look Up And Live (SUS.) 1,120 1.5 8 1.1 1.8 8 1.6 1.9
	NBC TV	TOTAL AUDIENCE (Households (000) & %) { AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																
	ABC TV	TOTAL AUDIENCE (Households (000) & %) { AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																
	NBC TV	TOTAL AUDIENCE (Households (000) & %) { AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		3.5	4.4	5.4	6.2	7.3	8.4	10.6	12.3	13.8	15.2	16.9	18.3	20.3	21.6	21.6	22.3	
U.S. TV Households: 74,500,000		5.5	6.6	8.2	10.5	12.1	14.3	16.0	17.6	19.5	20.6	21.0	21.8	21.8	23.8	24.7	24.8	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. OCT. 22, 1978

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
W E E K 1	ABC TV																	
	TOTAL AUDIENCE (Households (000) & %)	3,350 4.5		2,460 3.3		2,240 3.0		2,240 3.0										
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY 1/4 HR. %																	
W E E K 2	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)			2,910 3.9				7,300 9.8		22,420 30.1								
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY 1/4 HR. %																	
W E E K 3	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)					3,050 4.1		4,100 5.5		12,890 17.3								
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY 1/4 HR. %																	
W E E K 4	ABC TV																	
	TOTAL AUDIENCE (Households (000) & %)	3,430 4.6		2,610 3.5		2,380 3.2		2,830 3.8										
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY 1/4 HR. %																	
W E E K 5	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)			3,870 5.2						7,600 10.2		22,950 30.8						
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY 1/4 HR. %																	
W E E K 6	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)					2,760 3.7		2,980 4.0		15,720 21.1								
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY 1/4 HR. %																	
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		21.9	22.2	22.1	21.8	21.4	22.8	23.6	25.6	27.5	30.7	32.6	33.7	34.0	33.9	34.5	35.4	
WK 2		24.7	24.0	23.4	24.4	24.7	25.6	25.7	27.0	30.1	32.9	34.7	36.0	36.7	37.2	36.9	37.0	
U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hour)																		
A-33 * VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM PERCENTAGE OF HOUSEHOLDS																		

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).
 A-33 VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SUN. OCT. 29, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2							
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%
EVENING MONDAY																
ABC	9.00-11.54PM		NFL MONDAY NIGHT FOOTBALL	11.00	FOR RTGS					19.2	FOR RTGS					23.3
	9.00-11.53PM			11.15	SEE PAGE	A-2		18.7*	36*	18.2	SEE PAGE	A-3		23.1*	42*	23.0
				11.30						18.9						22.8
				11.45				18.6*	42*	18.1				22.7*	48*	22.5
CBS	11.30-12.00MD		CBS NEWS SPECIAL REPORT(S)	11.30	7,300	9.8	6,110	8.2	23	8.8						
				11.45						7.5						
EVENING TUESDAY																
ABC	10.30-11.30PM		STARKY AND HUTCH	11.00							FOR RTGS					18.4
				11.15							SEE PAGE	A-5		17.6*	34*	16.9
ABC	11.30-12.41AM		TUESDAY MOVIE OF THE WEEK	11.30	6,410	8.6	4,020	5.4	20	6.1						
	12.00- 1.11AM			11.45				5.8*	18*	5.5						
				12.00						5.2	5,740	7.7	3,870	5.2	27	5.9
				12.15				5.1*	21*	5.0				5.7*	25*	5.5
				12.30						4.9						5.2
				12.45										5.1*	30*	5.0
				1.00												4.2
ABC	12.41- 1.09AM		TUESDAY MOVIE-WEEK PART2	12.30	3,950	5.3	3,200	4.3	26	4.8						
	1.11- 1.40AM			12.45						4.5						
				1.00						3.7	3,280	4.4	2,830	3.8	31	4.2
				1.15												3.9
CBS	8.00-11.00PM		CBS TUESDAY NIGHT MOVIES	1.30												3.4
				11.00							FOR RTGS					16.2
NBC	8.15-11.24PM		WORLD SERIES GAME #6(S)	11.15							SEE PAGE	A-5		15.7*	30*	15.2
				11.00	FOR RTGS					39.1						
NBC	9.00-11.00PM		BIG EVENT-TUE.	11.15	SEE PAGE	A-4		36.3*	62*	31.5						
				11.00							FOR RTGS					16.4
				11.15							SEE PAGE	A-5		16.1*	31*	15.8
				11.30												13.3
EVENING WEDNESDAY																
ABC	11.30-12.37AM		POLICE WOMAN	11.30												
	11.30-12.36AM			11.45	8,420	11.3	6,180	8.3	29	9.1	6,480	8.7	4,690	6.3	25	6.9
				12.00				9.1*	27*	9.0				6.8*	23*	6.6
				12.15						8.3						6.2
				12.30				8.0*	33*	7.7				6.0*	26*	5.9
ABC	12.37- 1.20AM		SWAT-WED	12.30						6.8						5.4
	12.36- 1.11AM			12.45	4,020	5.4	3,430	4.6	28	5.2	3,430	4.6	2,980	4.0	26	4.1
				1.00				4.9*	28*	4.7				4.0*	24*	4.0
				1.15						4.3						4.0
CBS	9.00-11.30PM		CBS WEDNESDAY NIGHT MOVIE	1.00				4.2*	29*	4.1						3.8
				11.00	FOR RTGS					16.7						
					SEE PAGE	A-6										
CONT'D																
A-37																
U.S. TV HOUSEHOLDS: 74,500,000																
FOR EXPLANATION OF SYMBOLS																

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1				WEEK 2						
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%		SHARE %	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	
EVENING WEDNESDAY CONT'D														
	CBS	9.00-11.30PM	CBS WEDNESDAY NIGHT MOV-CONT'D	11.15				16.4*	35*	16.1				
EVENING THURSDAY														
	ABC	8.30-11.31PM	NFL FOOTBALL SPECIAL(S)	11.00							FOR RTGS SEE PAGE	A-9		25.0
				11.15									23.9*	44*
				11.30										22.8
	ABC	11.30-12.38AM	STARKY AND HUTCH-11:30	11.30	6,850	9.2	4,470	6.0	22	7.0				20.5
		12.02- 1.10AM		11.45				6.4*	20*	5.9				
				12.00						5.7	6,330	8.5	4,470	6.0
				12.15				5.8*	24*	5.9				28
				12.30						5.2			6.4*	24*
				12.45									6.0*	31*
				1.00										5.9
	ABC	12.38- 1.22AM	SWAT-THUR	12.30	3,350	4.5	2,760	3.7	23	4.2				5.1
		1.10- 2.00AM		12.45				3.8*	21*	3.6				
				1.00						3.7	2,980	4.0	2,380	3.2
				1.15				3.7*	25*	3.7				3.5
				1.30									3.3*	25*
				1.45									3.1*	30*
EVENING FRIDAY														
	ABC	11.30-12.35AM	BARETTA-11:30PM	11.30	6,480	8.7	4,250	5.7	19	6.1				
		12.00- 1.04AM		11.45				5.9*	18*	5.6				
				12.00						5.6	5,290	7.1	3,430	4.6
				12.15				5.7*	20*	5.8				18
				12.30						4.8			4.6*	16*
				12.45										4.7
				1.00									4.8*	20*
	CBS	11.30- 1.30AM	NBA BASKETBALL GAME(S)	11.30										4.6
				11.45										4.9
				12.00							6,780	9.1	3,130	4.2
				12.15										16
				12.30									5.7*	17*
				12.45									4.2*	15*
				1.00										4.1
				1.15									3.7*	16*
	NBC	1.00- 2.30AM	MIDNIGHT SPECIAL	1.00	5,740	7.7	3,350	4.5	29	5.1				3.8
				1.15				5.1*	26*	5.1	5,070	6.8	2,760	3.3*
				1.30						4.5				17*
				1.45				4.4*	30*	4.3			3.7	24
				2.00						4.1			4.3*	23*
				2.15				4.0*	34*	4.0			3.9*	25*
EVENING SATURDAY														
	ABC	9.58- 9.59PM	ABC NEWSBRIEF-SAT.	9.45	12,220	16.4	12,220	16.4	30	16.4	15,420	20.7	15,420	20.7
	ABC	11.00-11.15PM	ABC WEEKEND REPORT-SAT.	11.00	4,990	6.7	4,620	6.2	14	6.2	6,480	8.7	6,180	8.3
	CBS	8.58- 8.59PM	NEWSBREAK-SAT.	8.45	8,050	10.8	8,050	10.8	20	10.8	9,240	12.4	9,240	12.4

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

WEEK 1										WEEK 2					
TOTAL AUDIENCE				AVERAGE AUDIENCE				AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	
HOUSEHOLDS				HOUSEHOLDS	SHARE		HOUSEHOLDS				HOUSEHOLDS	SHARE			
(000)	%			(000)	%	%	%	(000)	%	(000)	%	%	%		
EVENING SATURDAY CONT'D															
8.59- 9.00PM															
NBC	8.58- 8.59PM	NBC NEWS UPDATE-SAT.	8.45	13,780	18.5	13,780	18.5	35	18.5	11,320 15.2		11,320 15.2 27		15.2	
9.02- 9.03PM															
NBC	11.30-12.52AM	SATURDAY NIGHT	11.30	13,340	17.9	8,720	11.7	38	12.7						

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

		WEEK 1							WEEK 2							
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
EVENING MONDAY-FRIDAY CONT'D																
NBC	8.58-	8.59PM	NBC NEWS UPDATE-M-F-CONT'D	8.15 8.45 9.00 9.15						11.7 16.7 24.4	11,550	15.5	11,550	15.5	24	8.7 16.4 19.5
NBC	11.30-	12.45AM	TONIGHT SHOW	1.00	FOR RTGS SEE PAGE A-16					3.4	FOR RTGS SEE PAGE A-17					3.0
NBC	1.00-	1.45AM	TOMORROW SHOW	1.15 1.45	FOR RTGS SEE PAGE A-16			2.0*	19*	3.2 1.8	FOR RTGS SEE PAGE A-17			2.9* 1.9*	21* 18*	2.7 1.8
				2.00 2.15						1.7						1.8 1.9
DAY MONDAY-FRIDAY																
ABC	1.19-	1.24PM	PAPAL SELECTION I(S)	MON. 1.15	7,000	9.4	6,710	9.0	36	9.0						
ABC	1.42-	2.39PM	PAPAL SELECTION II(S)	MON. 1.30 1.45 2.00 2.15 2.30	8,870	11.9	6,480	8.7	32	8.5 8.3 8.9 8.8 8.7						
ABC	4.30-	5.30PM	ABC AFTERSCHOOL SPECIAL(S)	WED. 4.30				8.8*	32*		8,490	11.4	4,920	6.6	19	6.6
CBS	11.54-	12.00NN	CBS MID-DAY NEWS-EDWARDS	M-F 4.45 5.00 5.15										6.1*	18*	5.7 6.7 7.3
NBC	4.00-	5.00PM	SPECIAL TREAT(S)	11.45 4.00 4.15 4.30 4.45	4,170	5.6	3,650	4.9	25	4.9	4,470	6.0	3,950	7.0* 5.3 5.1 5.3*	19* 25 16 17*	5.3 5.3 4.8 5.1
DAY SATURDAY																
ABC	8.26-	8.29AM	SCHOOLHOUSE ROCK-8.26AM	8.15	3,200	4.3	2,910	3.9	29	3.9	3,350	4.5	3,130	4.2	32	4.2
ABC	8.56-	8.59AM	SCHOOLHOUSE ROCK-8.56AM	8.45	4,920	6.6	4,620	6.2	32	6.2	5,070	6.8	4,690	6.3	34	6.3
ABC	9.56-	9.59AM	SCHOOLHOUSE ROCK-9.56AM	9.45	4,770	6.4	4,470	6.0	26	6.0	4,690	6.3	4,540	6.1	25	6.1
ABC	11.26-	11.29AM	SCHOOLHOUSE ROCK-11.26AM	11.15	5,070	6.8	4,920	6.6	25	6.6	6,180	8.3	5,960	8.0	32	8.0
ABC	11.56-	11.59AM	SCHOOLHOUSE ROCK-11.56AM	11.45	4,920	6.6	4,770	6.4	29	6.4	4,620	6.2	4,400	5.9	27	5.9
ABC	12.45-	3.50PM	NCAA FOOTBALL GAME	3.45	FOR RTGS SEE PAGE A-26			10.7*	43*	9.9						
	1.45-	4.51PM		4.45												
CBS	8.26-	8.29AM	IN THE NEWS- 8.26AM	8.15	4,020	5.4	3,730	5.0	35	5.0	FOR RTGS SEE PAGE A-27			12.4*	38*	12.0
CBS	8.56-	8.59AM	IN THE NEWS- 8.56AM	8.45	5,660	7.6	5,140	6.9	35	6.9	3,730	5.0	3,430	4.6	33	4.6
CBS	9.26-	9.29AM	IN THE NEWS- 9.26AM	9.15	5,810	7.8	5,510	7.4	33	7.4	4,840	6.5	4,470	6.0	32	6.0
CBS	9.59-	10.02AM	IN THE NEWS- 9.59AM	9.45 10.00	7,150	9.6	6,930	9.3	39	9.2 9.4	6,710 8,420	9.0 11.3	6,260 7,670	8.4 10.3	36 40	8.4 10.3 10.4
CBS	10.26-	10.29AM	IN THE NEWS-10.26AM	10.15	7,380	9.9	7,000	9.4	40	9.4	7,820	10.5	7,300	9.8	36	9.8
CBS	11.33-	11.36AM	IN THE NEWS-11.33AM	11.30	6,630	8.9	6,480	8.7	37	8.7	5,960	8.0	5,590	7.5	30	7.5

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2							
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%
DAY SATURDAY CONT'D																
	CBS	11.56-11.59AM	IN THE NEWS-11.56AM	11.45	6,780	9.1	6,410	8.6	35	8.6	6,630	8.9	6,180	8.3	33	8.3
	CBS	12.26-12.29PM	IN THE NEWS-12.26PM	12.15	5,220	7.0	4,920	6.6	26	6.6	4,690	6.3	4,320	5.8	24	5.8
	CBS	12.56-12.59PM	IN THE NEWS-12.56PM	12.45	5,290	7.1	4,990	6.7	27	6.7	5,360	7.2	5,220	7.0	28	7.0
	CBS	1.26- 1.29PM	IN THE NEWS- 1.26PM	1.15	3,800	5.1	3,280	4.4	17	4.4						
	NBC	9.27- 9.29AM	METRIC MARVELS- 9:27AM	9.15	2,380	3.2	2,310	3.1	14	3.1	2,460	3.3	2,380	3.2	14	3.2
	NBC	10.27-10.29AM	METRIC MARVELS-10:27AM	10.15	4,320	5.8	4,100	5.5	24	5.5	4,400	5.9	4,320	5.8	22	5.8
	NBC	11.57-11.59AM	METRIC MARVELS-11:57AM	11.45	2,760	3.7	2,610	3.5	14	3.5	3,500	4.7	3,350	4.5	18	4.5
DAY SUNDAY																
	ABC	11.55-11.59AM	SCHOOLHOUSE ROCK-11.55AM	11.45	2,310	3.1	2,160	2.9	13	2.9	2,240	3.0	2,160	2.9	12	2.9
	CBS	9.26- 9.29AM	IN THE NEWS- 9.26AM-SUN.	9.15							1,640	2.2	1,490	2.0	10	2.0
	CBS	9.56- 9.59AM	IN THE NEWS- 9.56AM-SUN.	9.45							1,640	2.2	1,490	2.0	9	2.0
	CBS	1.00- 3.57PM	CBS NFL FOOTBALL GAME 1	3.45	FOR RTGS SEE PAGE A-32			17.8*	49*	18.3						
	CBS	4.17- 4.30PM	CBS NFL FOOTBALL POST(B)	4.15							4,400	5.9	4,020	5.4	13	5.4
	NBC	4.00- 7.10PM	NFL FOOTBALL GAME 2-NBC	6.45							FOR RTGS SEE PAGE A-35			22.1*	39*	20.1
4.00- 6.54PM				7.00	FOR RTGS SEE PAGE A-34					19.6						

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U.S. TV HOUSEHOLDS: 74,500,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

SHARE HOUR RATING